

Central
California Chapter

PRSA

2021 IMAGE AWARD CALL FOR ENTRIES

**ENTRY DEADLINE:
FRIDAY, MAY 28, 2021**

PRSA

Public
Relations
Society of
America

Central California Chapter
Image Awards 2018

Excellence in Public Relations
page

PRSA CENTRAL CALIFORNIA 2021 IMAGE AWARDS

The Central California Image Awards honor works of distinction in the practice of public relations performed by professionals in public relations, communications, marketing and advertising in California's Central Valley. The awards cover three categories: Special Awards, Program Awards and Project Awards. Winners will be recognized during a virtual awards event on July 8, 2021.

ABOUT PRSA

The Public Relations Society of America is the world's largest professional organization for public relations practitioners, with 116 U.S. chapters and nearly 20,000 members. PRSA members promote the highest professional standards, work to improve their skills and advance knowledge, exchange information and experiences with other professionals and adhere to a Code of Professional Standards.

2021 IMAGE AWARDS ELIGIBILITY

This competition is open to Central California region public relations and communications professionals **for work performed in 2020.**

LEGALITIES

All entries become the property of Central California Chapter of PRSA. Entries will be donated to the public relations program at California State Universities in Fresno, Bakersfield and San Luis Obispo to be shared with students as examples of best practices in public relations.



ENTRY SUMMARIES

All entries must be accompanied by a typed summary of no more than one page.

Special Awards must outline the individual's qualifications for the award and include a letter of recommendation and resume (if possible) for each nominee. Project and Program Awards must follow criteria (listed on page 6). Entries submitted without summaries will not be judged and will forfeit entry fees.

ENTRY PREPARATION

Entries will only be accepted via Dropbox. The link can be found in the Image Awards section of prsdacentralcal.com. Entrants will include one entry form, one entry summary and up to five documents that support your entry (photos, brochures, videos).

All files will need to be named using this naming convention:

LASTNAME_CATEGORYNUMBER_ENTRYTITLE_DESCRIPTION

For example:

SMITH_8_FRESNOBEEARTICLE_ENTRYSUMMARY
SMITH_8_FRESNOBEEARTICLE_ENTRYFORM
SMITH_8_FRESNOBEEARTICLE_NEWSCLIP
SMITH_8_FRESNOBEEARTICLE_REPORTING

JUDGING CRITERIA

Judges will assess each entry on the materials submitted, including the entry summary. One Award of Excellence and one Award of Merit may be given in each category, but the judges may award more. The judges, at their discretion, may move an entry from one category to another, and may decline to make an award in a category. The decision of the judges is final.

For best success, review the judging scoresheet and include all information the judges will need.

JUDGING

A PRSA chapter from another state will judge entries in the Program and Project categories. The PRSA Central California Chapter board of directors will judge entries in the Special Awards category.

ENTRY FEES:

For PRSA Members: \$40 for each entry
For non-members: \$50 per each entry

There is no fee for Special Awards submissions. Non-members will receive the member discount if they apply for membership at the time of entry. Checks should be payable to CC-PRSA.

DEADLINE: All entries must be uploaded by 11:59pm on May 28, 2021.

Entries that do not meet this deadline will not be considered.

QUESTIONS/INFORMATION:

For more information, contact:
Jordan King, MBA
jordanadamssking@gmail.com

AWARDS

SPECIAL AWARDS (NO ENTRY FEE)

Nominators must be PRSA members. Nominees for Professional and Rookie of the Year must also be PRSA members. Please submit a letter of recommendation and resume for each nominee.

1. **Executive of the Year:** A business or community leader who has made a significant political, economic or social impact
2. **Professional of the Year:** A public relations practitioner who has advanced the practice and reputation of the public relations profession
3. **Rookie of the Year:** A practitioner in the first three years of the profession who devotes at least 50% of his/her time to public relations and who demonstrates excellence in the field.

PROJECT AWARDS

4. **Annual Report:** Formal printed/digital yearly accomplishment report by an organization with direct distribution to members
5. **Brochure:** Digital or print informational document
6. **Newsletter:** Printed or digital periodic informational piece
7. **Direct Mail or Response:** Communication geared to a specific group of end-users either to motivate use of a product, service or to collect data
8. **Article for Magazine or Trade Publication:** Published digitally or in print
9. **Infographics, Poster and/or Banner:** Item used to visually convey an organization's event, product or service
10. **Magazine:** Print or digital publication produced at least once a year
11. **Media Kit:** Set of materials a person, company or organization distributed to members of the media
12. **News Release:** Print or digital release distributed to news media regarding a specific event or issue
13. **Opinion Piece or Editorial:** Persuasive communication written on behalf of a client or organization that appears in media
14. **Photograph:** Original photograph by staff member or freelancer used by organization as part of a public relations program or project
15. **PSA:** Non-paid message distributed to the general public via internet, radio, television, newspapers, magazines or advertisement using video, audio or digital production or print
16. **Smart phone, tablet or other application:** Use of smartphone and/or tablet applications as part of a public relations program
17. **Video:** Promotional video for internal or external audience
18. **Webcast:** Delivery of event or live broadcast via live streaming using audio or visual media
19. **Webpage/Website:** Use of a website as part of a public relations program. Include screen grabs or copies of key pages, and URL to support your one-page summary

AWARDS *(CONTINUED)*

PROGRAM AWARDS

20. **Campaign of The Year:** Programs to design, implement and furnish results among publics outside the organization
21. **Internal Campaign of the Year:** Programs to design, implement and furnish results among publics within an organization
22. **Public Affairs:** Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies so that the entity funding the program benefits
23. **Community Service/Relations:** Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organization in communities in which the sponsoring organization has an interest, need or opportunity
24. **Crisis Management:** Programs undertaken to deal with an unplanned event that required an immediate response
25. **Digital or Social Media Campaign:** Campaigns that demonstrate leadership of public relations strategies that tactics executed in an online or digital format. Include screen grabs or copies of key pages and website URLs.
26. **Special Event or Observance:** Includes programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special events
- Budget under \$5,000
 - Budget over \$5,000
27. **Reputation and/or Brand Management:** Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence
28. **Multicultural Public Relations:** For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group
29. **Marketing Business to Business:** Execution of targeted strategy to foster Business-to-Business (B2B marketing) relationship in an effort to sell one company's product or service to another company using any/all PR methods; esp. social media
30. **Global Communications:** Includes any type of program, such as reputation/brand management, marketing or events and observances, that demonstrates effective global communications implemented in more than one country

JUDGING AWARD CRITERIA

PROGRAM AWARDS

- Thoroughness and adequacy of research (as appropriate for the program's size/scope)
- Clear identification of objectives and target audience
- Completeness and comprehensiveness of planning
- Selection and originality of strategies and tactics
- Appropriate use of communication tools and methods
- Appropriate efforts to identify, analyze, qualify and quantify results
- Exhibition of skill and creativity
- Consideration of budget, use of personnel, resources and opportunities
- Extent to which objectives were achieved (persuasive evidence of success)

PROJECT AWARDS

- Are the objectives clearly stated?
- Is the project appropriate for the objectives?
- Is the budget clearly presented and understandable?
- Did the project stay within budget?
- Were the objectives achieved (persuasive evidence of success)?
- Were appropriate efforts made to identify, analyze, qualify and quantify results?

ENTRY SUBMISSION:

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