

Entry Guidelines & Award Categories

2011

2011
Celebrating
EXCELLENCE



The Incline Awards, presented by the Lookout Chapter of the Public Relations Society of America, recognize and celebrate the best in public relations, communications and marketing practices in the Chattanooga area.

All local public relations professionals are encouraged to celebrate their work by submitting entries in a number of categories within two divisions.

Winners will be celebrated at the eleventh annual awards presentation:

Thursday, November 3

\$25.00 for members \$35.00 for non-members

PRSA and the Lookout Chapter

The Public Relations Society of America is the most prestigious professional organization in the nation for public relations practitioners. The society boasts 112 chapters nationwide and more than 28,000 members.

Chattanooga's Lookout Chapter is a 501(c)(6) nonprofit organization supporting public relations in an eight-county region. The Lookout Chapter is responsible for serving all local communications practitioners through professional development activities and provides assistance and guidance to communications students at local universities.

For more information, visit www.lookoutprsa.org.

ENTRY GUIDELINES

General Guidelines

- **All entries must be postmarked by Mon. Oct. 3, 2011. No exceptions.**
- Some part of each entry must have taken place in 2010.
- Entries must meet one of the following criteria:
 - The public relations professional's business is located in the Lookout Chapter's geographical area.
 - The business/client is located in the Lookout Chapter's geographical area.
 - The total or a portion of the targeted audience is located in the Lookout Chapter's geographical area.
- Entries may be submitted in multiple categories.
- Keep a copy of your entry (entries become the property of the Lookout Chapter).
- Complete entry form and enclose check payable to Lookout Chapter Incline.
- **Points will be deducted if entry guidelines are not followed. Failure to comply with these instructions will lead to disqualification.**

Binder Guidelines

- Submit entries in a hard cover three-ring binder not more than 2" thick (ring size).
- Pages should be no larger than 8.5" x 11".
- Keep binder cover and spine free of lettering, labels, drawings or other artwork.

Summary Guidelines

- Prepare a concise summary to introduce your entry to the judges.
 - Program categories – no more than two typewritten pages
 - Project categories – no more than one typewritten page
- Each summary will address the following:
 - RESEARCH** – Summarize the primary or secondary research used to identify problems or opportunities addressed by the program/project.
 - PLANNING** – Outline the program's/project's plan. Specify the entry's objectives, target audience, strategy, creativity and budget.
 - EXECUTION** – Describe the various elements of the program/project: techniques, tactics and challenges encountered. Participating or cooperating agencies should be identified along with their roles. If advertising materials were used, entrant must identify and demonstrate that costs amounted to less than one third the total cost of the program.
 - EVALUATION** – Demonstrate how the program/project met or exceeded its original objectives and budget through quantifiable measurement methods.

Work Sample Guidelines

- You may incorporate supporting materials, such as:
 - Photographs
 - Letters
 - Scripts
 - Story boards
 - Clippings
 - Other materials used in researching, planning, executing and/or evaluating the program or project.
- Samples of supporting data should be sufficient to give the judging panel a basis for evaluation.

AWARD CATEGORIES

DIVISION 1: PROGRAMS

The Program Division recognizes complete programs incorporating sound research, planning, execution and evaluation. The division includes 13 award categories and subcategories.

Each Program entry should be accompanied by a summary no longer than two typewritten pages detailing the research, planning (including measurable goals and objectives), execution and evaluation conducted.

1. Community Relations

Includes programs that seek to win the support or cooperation of — or that aim to improve relations with — people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations.

2. Media Relations

Programs driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the two-page summary that includes research, measurable objectives and results, such as evidence of the resulting media coverage.

3. Reputation/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.

4. Events and Observances

Includes shorter-term programs or events including commemorations, observances, openings, celebrations or other special activities and longer-term celebrations such as a year-long anniversaries.

5. Public Service

Includes programs that advance public understanding of societal issues, problems or concerns. (Similar programs conducted principally to enhance an organization’s standing, or to otherwise serve its interests directly, will fall in the Reputation/Brand Management category.)

6. Public Affairs

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

7. Marketing Products or Services

Subcategory 6a: Consumer

Subcategory 6b: Business-to-Business

Includes programs designed to introduce new products or services, or promote existing products/services.

8. Crisis Communications

Includes programs undertaken to deal with an unplanned event, requiring immediate response.

9. Internal Communications

Includes programs targeted specifically to special publics directly allied with an organization (i.e., employees, members, affiliated dealers or franchisees).

10. Investor Relations

Includes programs directed to shareowners, other investors and the investment community.

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11. Multicultural Public Relations

For any type of program (i.e., institutional, marketing, community relations) specifically targeted to a cultural group.

12. Integrated Communications

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

DIVISION 2: PROJECTS

The Projects Division recognizes the very best in public relations tactics: individual items or components of programs or campaigns.

Each Project entry should be accompanied by a summary no longer than one typewritten page detailing the research, planning (including measurable goals and objectives), execution and evaluation conducted.

1. Annual Reports

Subcategory 1a: Corporate

Subcategory 1b: Nonprofit

Publications which report on an organization's annual performance. Submit one copy of the publication along with the one-page summary. (For online versions, submit CD-Rom.)

2. Media Relations

Tactics and events driven entirely by media relations for a consumer product. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage.

3. Internal Publications - Magazine

Subcategory 3a: Magazine up to 2 colors

Subcategory 3b: Magazine 3 or more colors

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit two issues along with the one-page summary.

4. Internal Publications – Newsletter

Subcategory 4a: Newsletter up to 2 colors

Subcategory 4b: Newsletter 3 or more colors

Subcategory 4c: Newsletter – electronic

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit two issues along with the one-page summary.

5. Internal Publications - Other

Subcategory 5a: Brochure

Subcategory 5b: Other (booklets, calendars, etc.)

Pamphlets, booklets or other small, single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Submit one copy of the publication along with the one-page summary.

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6. External Publications - Magazine

Subcategory 6a: Magazine up to 2 colors

Subcategory 6b: Magazine 3 or more colors

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit two issues along with the one-page summary.

7. External Publications – Newsletter

Subcategory 7a: Newsletter up to 2 colors

Subcategory 7b: Newsletter 3 or more colors

Subcategory 7c: Newsletter – electronic

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit two issues along with the one-page summary.

8. External Publications - Other

Subcategory 8a: Brochure

Subcategory 8b: Other (booklets, calendars, etc.)

Pamphlets, booklets or other small, single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Submit one copy of the publication along with the one-page summary.

9. Writing

Subcategory 9a: Scripts

Subcategory 9b: Speeches

Subcategory 9c: By-lined articles

Subcategory 9d: Promotional writing (brochures, direct mail, ads, e-comms)

Subcategory 9e: Technical writing

Subcategory 9f: Editorial/op ed/advertorial

Submit text along with one-page summary.

10. Media Communications

Subcategory 10a: News releases

Subcategory 10b: Media kit

Subcategory 10c: Online media room

Subcategory 10d: Press conferences

For Subcategories A and B: News releases, photographs and other background information compiled for an organization, product or issue. Submit one copy of the press kit or media kit along with the one-page summary.

For Subcategory C: Use of a portion of a Web site to support media relations efforts. Content could include news releases, photographs and other background information compiled for the use of media to support an organization, product or issue. Include screen grabs or copies of key pages to support your one-page summary. In addition, include the Web site URL for external sites.

For Subcategory D: One-time event specifically to announce news to target media about a product, service, issue, or organization. A series of events or multi-day effort does not belong in this category. The one-page summary should address logistics, execution and quantifiable measures to demonstrate the press conference achieved its stated objectives.

11. Public Service Announcement

Subcategory 11a: Television

Subcategory 11b: Radio

Subcategory 11c: Print

Subcategory 11d: Outdoor

For Subcategories A and B: Video or audio productions of one minute or less distributed

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to television/radio stations as non-paid Public Service Announcements. Single productions or a series addressing the same issue may be submitted on a single DVD/CD.

For Subcategory C: Ads distributed to newspapers and/or magazines as non-paid public service announcements. Single ads or a series of ads addressing the same issue may be submitted but copies of the actual print PSA must be included in the entry. The one-page summary for all subcategories should include documentation of results.

12. Video

Subcategory 15a: External

Subcategory 15b: Internal

Video programs targeted toward external audiences or internal audiences (employees, members, etc.). Entrants should submit programs on a DVD as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

13. Podcasts/Vodcasts

Audio or video programs/shows produced solely as podcasts, downloadable for play on MP3 players. The one-page summary should include rationale for podcasting/vodcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast/vodcast being entered on an audio CD.

14. Online Communications

Subcategory a: Website

Subcategory b: Intranet

Use of a Web site as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. In addition, include the Web site URL for external sites.

15. Webcast

A media file distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary and a DVD of the Webcast, as well as the actual site URL.

16. Blogs

Web-based journals or blogs that communicate either a corporate, public service, or industry position. The one-page summary should include rationale for blogging strategy, target audiences, statistics or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the entry.

17. Blogger Campaign

A proactive outreach to the blogger community on behalf of a product, service or organization. The one-page summary should include rationale for blogger outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting blog entries either printed or on a CD.

18. Creative Tactics

Unconventional, creative tactic or approach used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (If objects are large or bulky, a photograph or video representation should be sent.)