



# a fresh perspective.

Louisiana Public Relations Awards | Call for Entries



## Professional Competition Guidelines

1. The awards program is open to all public relations professionals in Louisiana, not just members of PRSA.
2. Materials should have been completed during the 2008/2009 calendar year or be mature enough to have produced results in 2009.
3. Do not send original materials. All materials submitted for judging become the property of PRSA New Orleans Chapter for educational purposes and may not be returned.
4. All entries **must be received** by 5:00 p.m. on Friday, September 11<sup>th</sup> for early deadline and 5:00 p.m. Tuesday, September 22<sup>nd</sup> for late deadline to:

Lindsay Glatz  
Director of Marketing & Communication  
Arts Council of New Orleans  
818 Howard Avenue, Suite 300  
New Orleans, La. 70113

5. All entry fees must accompany entries. No cash accepted.
6. Entries should comply with specific guidelines for campaigns and single piece events.
7. Judging will be performed by a PRSA chapter from outside of Louisiana. Prior to forwarding the entries to the judges, the Awards Committee will review each entry for the appropriateness of category and may make changes where appropriate. Decisions of the committee are final.
8. Awards of Excellence and Awards of Merit certificates will be awarded in any category at the judges' discretion.
9. Requests for additional information and specific questions about the competition can be directed to Lindsay Glatz at [lglatz@artscouncilofneworleans.org](mailto:lglatz@artscouncilofneworleans.org)
10. Information regarding membership can be directed to Meg Courtney at: [meg.courtney@gmail.com](mailto:meg.courtney@gmail.com)

## CAMPAIGN CATAGORIES

- C-1 External Relations- Corporation/ Government
- C-2 External Relations- Non-profit/ Association

Categories C-1 and C-2 are for programs designed to improve relationships or correct misunderstanding with selected audiences or those that target a specific group. Also included are programs aimed at community betterment through informational activities, developing greater goodwill or creating a clearer public identity.

- C-3 Internal Relations

Programs designed to improve relationships or correct misunderstanding with groups that are included within an organization or corporation, such as employees, donors, alumni, members, etc.

- C-4 Investor Relations

Programs designed to shareholders, potential investors, financial analysts and the investment community.

- C-5 Public Affairs

Programs designed to promote public or government support or opposition to an issue before a legislative body or a government agency. Programs that involve employees or other key audiences in political or government activities can also be included in this category.

- C-6 Crisis Communication- Corporate/Government

- C-7 Crisis Communication- Nonprofit/Association

Categories C-6 and C-7 are for programs developed to help organizations deal with an unplanned event, requiring immediate response. The programs should be designed to communicate effectively with various audiences, including the media, during a crisis or emergency situation.

- C-8 Brief Special Events/Observances- Corporate/Government

- C-9 Brief Special Events/Observances- Nonprofit/ Association

Categories C-8 and C-9 are for programs or events scheduled for one to seven consecutive days. Events may be openings, observances, commemorations, celebrations or other special activities.

C-10 Extended Special Events/Observances- Corporate/Government

C-11 Extended Special Events/Observances- Nonprofit/ Association

Categories C-10 and C-11 are for programs or events that take place for eight days or more, such as a yearlong anniversary, or events such as commemorations, observances, celebrations, etc.

C-12 The Great Idea

Creative and effective public relations programs produced on a budget of \$2,000 or less.

C-13 Integrated Marketing

Programs which successfully unite various areas or disciplines (pr, advertising, marketing)

C-14 Social Media Campaign

A public relations campaign with more than 70% of campaign work performed through social media strategies and tactics.

### **Campaign Category Packaging**

- May submit up to a two-page work plan
- Entries should include a written description of the project submitted in a plain, hardcover binder that holds 8.5" x 11" paper
- Binders should be no larger than three inches in depth
- Plastic page protectors may be used for clippings, photos, etc.

### **Notes on Public Relations Campaign Category**

- Public Relations campaigns will be judged on the basis of research, originality, objectives, methods, execution and budgeting
- A public relations campaign can be entered in only one campaign category
- Individual components can be entered in appropriate single entry

## **PRINT TACTICS CATEGORIES**

- P-1 Annual Reports
- P-2 Books and booklets
- P-3 Brochures and Flyers
- P-4 Direct Mail Pieces
- P-5 Statement Stuffers
- P-6 Media Kit
- P-7 Branding Image Design (logos, business cards, corporate identify manuals, kit folders)
- P-8 Posters
- P-9 Public Service Ads (Ads donated by a publication as a commitment to community service)
- P-10 Goodwill Ads (Ads paid for by a company or organization that promotes itself as a good corporate citizen)
- P-11 Advocacy Ads (Ad paid for in part or in full by a sponsor that promotes or advocates an event, cause, program, point of view, or take position on a matter of community interest)
- P-12 Speeches
- P-13 News Releases
- P-14 Feature Stories
- P-15 Advertorials
- P-16 External Publications
- P-17 Photography
- P-18 Newsletters
- P-19 Invitations
- P-20 Op-ed/ Editorial
- P-21 Any single creative printed piece that does not fall into the above categories

### **Print Category Packaging**

- Submit two copies of the entry form and a one-page work plan
- The work plan should explain the public relations project supported by the entry, along with the budget, specific goals and the results

## AUDIO-VISUAL TACTICS CATAGORIES

- AV-1 Slide/ Powerpoint Presentations  
One or multi-projector productions made for a public relations program or promotional campaign
- AV-2 CD/DVD/Video/Film Productions  
Productions that inform a public, build an image, sell an idea or product, trains employees, etc.
- AV-3 Public Service Announcement  
Traditional PSA produced for a radio or television broadcast. Broadcast must be provided free, as part of a community service.
- AV-4 Advocacy Advertising  
Commercial radio or television spot, paid for by a company or organization promoting or advocating an event, cause, program point of view or position of community interest.
- AV-5 Goodwill Advertising  
Commercial radio or television spot, paid for the company or organization, promoting itself as a good corporate citizen. (Spots that sell a product do not qualify).
- AV-6 Video/ DVD News Release  
A news release of any length that has been distributed to media

### Audio-Visual Category Packaging

- Submit two copies of entry form and a one-page work plan
- The summary should explain the public relations project supported by the entry, along with the budget, specific goals and results
- Slide and PowerPoint presentations should be printed in presentation style and submitted within binder/envelope
- Materials transferred to DVD/CD may be included in entry and should be securely fastened or attached to entry materials
- Please be sure to label DVD/CD/videotape

## **SOCIAL MEDIA TACTICS CATEGORIES**

- SM-1 Website
- SM-2 Blog
- SM-3 Facebook/My Space
- SM-4 Twitter
- SM-5 Online Video
- SM-6 Podcast
- SM-7 Widget
- SM-8 Online newsroom
- SM-9 Social media news releases
- SM-10 Other- Any other single use of new media created to promote an organization's goods services or image as part of an overall campaign.

### **Social Media Category Packaging**

- Submit two copies of entry form and a one page work plan
- Internet material should be screen-captured, printed and submitted in entry materials
- For entries containing video or audio components specified links should be included in the entry forms and a DVD or CD should be included with the entry packaging

## **AWARD ENTRY DETAILS FOR ALL CATEGORIES**

All entries require a submission of:

- One binder (no larger than 3 inches) or envelope (no larger than 11" x 14") containing the entry
- Two entry forms
- Work plan (the campaign synopsis)
- Work sample(s)

**NEW THIS YEAR:** All entries must submit **one email per entry** to [prsanolaawards@gmail.com](mailto:prsanolaawards@gmail.com) with the following:

- 100-word summary of your entry.
- One JPEG image (event, tactic, product or project team)
- One JPEG company logo

Name Email Subject Line as: `CompanyName_EntryTitle`

### **Work Plan**

Each entry must be accompanied by a work plan. Work plans must be printed in no smaller than 11 pt. font with 1 inch page margins on the document.

- **Campaign categories are limited to a two-page work plan**
- **Tactic categories are limited to a one-page work plan**

At the beginning of each work plan, the following information must be listed:

- Category entered
- Title of entry (as it would appear on your award)
- Organization submitting entry
- Budget

Your Written Entry – Within your work plan please describe your campaign of PR initiative using the following sub-headings:

- Research
- Goal/Objectives
- Execution
- Evaluation of Success/Results/ROI

Supporting materials should show evidence of the success of your work. It can be any of the following: sales figures, brand media coverage, clippings, photos, CDs, research documents, and testimonials. All materials must be attached or affixed to entry.

# PRSA New Orleans Chapter Awards



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Category Name Category Number

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Entry Title Entrants Name (As it will appear on award)

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PRSA Member ID Company Name (As it will appear on award)

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Client (If applicable)

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Street Address (P.O. boxes unacceptable) City/State Zip

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Phone Email

Please indicate supervisor, client, etc. who should receive additional announcements if entry wins

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Name Company

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Street City/ State Zip

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Please make check **payable to PRSA New Orleans Chapter** and deliver your entries to: Lindsay Glatz 818 Howard Avenue Suite 300, New Orleans, La. 70113 (504) 304-2925

Entries must be received by deadline to be accepted at the following rates.  
Friday, Sept. 11<sup>th</sup>- **Early Entry Fee** -- \$40 per entry for PRSA members, \$50 for non members  
Tues. Sept. 22<sup>nd</sup>- **Final Deadline Entry Fee**-- \$55 per entry for PRSA members, \$65 for non members

Total Number of Entries: \_\_\_\_\_ Total Payment enclosed: \_\_\_\_\_

\*\*\*\* **Reminder to send in one email per entry to: [prsanolaawards@gmail.com](mailto:prsanolaawards@gmail.com)**  
100-word summary of your entry, one JPEG image (event, tactic, product or project team) and one JPEG company logo. Name Subject Line as: CompanyName\_EntryTitle\_EntryCategory

