



PROTOS 2011: ORANGE COUNTY PRSA

## 2011 PROTOS AWARDS CALL FOR ENTRIES

Heed the Call of the PR Sirens and Enter to Win a PROTOS

Join the county's top public relations sirens on **Friday, June 24, 2011** at the Balboa Bay Club and Resort in Newport Beach and get ready to celebrate **The Call of the PR Sirens** at this year's PROTOS Awards and Banquet. Entries timeline is as follows:

- **Early Entries Due – Friday, April 22, 2011**
- **Late Entries Due – Friday, May 6, 2011**
- **Awards Ceremony – Friday, June 24, 2011**



### Entry Requirements

Please follow the directions when entering your work. Failure to follow the entry requirements outlined below will result in disqualification.

#### **ELIGIBILITY**

Competition is open to all members of the Orange County Chapter of PRSA and to non-members serving an Orange County Area event, company or client. Submitted work must have been completed between January 1, 2010 and December 31, 2010, and **MUST NOT**



have been entered in prior PROTOS competitions. Individuals may submit work completed for an organization that is in their past, but must obtain permission from the company. There is no limit to the number of entries you may submit for any given category.

## **ENTRY PREPARATION AND JUDGING CRITERIA**

Non-compliance with these guidelines will result in disqualification. All entries must:

- Include actual program or project elements
- Be submitted on 8 ½" by 11" paper, in plain three-ring binders that are no more than three inches thick
- Complete and submit online entry form, print two copies of the submitted form and include two copies with the entry form. Please attach these directly behind the front cover of the entry. Entries without an online entry form submitted will be subject to an additional fee.
- Include the following information on the outside back cover
  - Category number and title
  - Entrant's name, company and business address
  - Entrant's telephone number and e-mail address
  - Include all entrants' information where there are multiple entrants

## **TWO-PAGE DESCRIPTION**

A two-page typed (12-point or larger typeface) description must accompany each entry. The description must address each of the following criteria in the following order. Entries will be scored on a point system relative to how well judges believe they meet the criteria in these four sections:

### **1) RESEARCH**

Analyze or describe the situation on which the program is based; specify the research methods utilized.

### **2) PLANNING**

Describe the objectives, originality and judgment in the selection of strategy and techniques, definition of timeline, allocation of budget and difficulties encountered.

### **3) IMPLEMENTATION**

Describe program implementation, materials used, in-progress adjustments made to the plan, techniques used, how management support was obtained, what challenges were met and how effectively resources were employed.

### **4) EVALUATION**

Describe how success was evaluated and how results actually measured against objectives. Budget and timeline must also be addressed, including final expenditures in relation to initial budget and cost-effectiveness.

## **REPRESENTATIVE SUPPORTING MATERIALS**

Supporting materials, such as program plans, financial documents, photos, letters, scripts, media clips or other materials should be included. Use tabs to separate supporting materials for the four sections: research, planning, implementation and evaluation. In the



event that an item used in a program is too large to include in a binder, a photograph may be submitted.

### **VERY IMPORTANT!**

All materials must be securely bound to avoid loss or damage. Display boards will not be accepted. Program elements that fall out or are separated from the entry risk being lost or not judged. Consider including photographs of large or odd-sized program elements.

### **ONLINE ENTRY FORM**

Please complete the entry form online at [www.ocprsa.org/protos.html](http://www.ocprsa.org/protos.html) (under the "Submit Your Entry Tab") and print two copies to include with your PROTOS entry. Attach both copies directly behind the front cover of the entry binder.

Entries that are missing an online entry form submitted will be subject to an additional fee of \$5 per entry, as outlined below in the "Entry Fees" section. Please note that all entries require submittal of the online entry form, but payment may be provided either online or by check upon delivery of entries.

### **ENTRY FEES**

PRSA Members - \$85 per entry

Non-members - \$130 per entry

Students - \$50 per entry

Late fee - \$65 per entry (in addition to the fees listed above)

Missing online entry submission form fee - \$5 per entry

Payment options for PROTOS entry fees are:

- **CHECK:** One check for multiple entries is acceptable. Fees must accompany entries when delivered to drop-off point. Make checks payable to: OC/PRSA.
- **PAYPAL:** Credit card payment via PayPal is available at [www.ocprsa.org/protos.html](http://www.ocprsa.org/protos.html) PayPal payment receipt MUST accompany entries when delivered to drop-off point.

### **ENTRY DEADLINE**

Entries must be received by 5:00 p.m. on Friday, April 22, 2011. Entries received after 5:00 p.m. on Friday, April 22, 2011 through 5:00 p.m. on Friday, May 6, 2011 will require an additional late fee. Delays due to mail, delivery service, or traffic will result in late fees or disqualification of an entry.

### **ENTRY DELIVERY**

Package all entries together carefully, and send or deliver them with fees to:

PROTOS  
C/o Westbound Communications



625 The City Drive, Suite 360  
Orange, CA 92868  
(714) 663-8188

OC/PRSA will make every effort to ensure entries are handled carefully. However, OC/PRSA is not responsible for any damage or loss that may occur. It is always advisable to keep a copy of your entry in case it is lost in transit.

### **JUDGING**

Entries are judged by two or more PRSA members from another chapter. At the judges' discretion, there may be multiple awards, or none at all, given in each category. If, between the judges, the scores vary by 10 points or more, the entry will be assessed by an additional judge and the lowest score will be discarded.

### **AWARDS**

PROTOS awards will be presented to individuals submitting winning entries. Awards of Excellence will be presented to other noteworthy entries. Entries that are not properly completed may be disqualified from the competition at the judging chapter's discretion.

### **ENTRY PICK-UP**

All entries will be displayed at 36<sup>th</sup> Annual PROTOS Awards and Banquet on Friday, June 24<sup>th</sup>, 2011. OC/PRSA encourages all entrants, especially award winners, to donate their entries to a local university for educational purposes. Both winning and non-winning entries **MUST BE** claimed immediately following the banquet. Entries not claimed that evening will become property of OC/PRSA and will be used for educational purposes.





# Entry Categories

## “A” – PROGRAM CATEGORIES

Program entries can be submitted in any of the following categories. Applicants may submit a program in multiple categories, but should tailor each entry to fit the specific descriptions. Please note: All programs submitted in the “A” categories are eligible for the “Best of Show” award, given to the entry with the highest total point score.

### **A1 Community Relations/Institutional Programs**

Program aimed at winning the cooperation of, and improving relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. Includes programs affecting an organization's overall relations with its publics or key elements of its publics.

### **A2 Total Program - Consumer**

Program directed to the general media (electronic, broadcast and print) designed to promote a product, service or organization to a consumer audience. May include media tours, personal contact, written or pitched articles, news releases, etc.

### **A3 Total Program - Business-to-Business**

Program directed to the trade and/or general media (electronic, broadcast and print) designed to promote a product, service or organization to a business-to-business audience. May include media tours, personal contact, written or pitched articles, news releases, etc.

### **A4 Total Program - Non-Profit**

Program directed to the trade and/or general media (electronic and print) designed to promote a non-profit organization to its many audiences. May include media tours, personal contact, written or pitched articles, news releases, etc.

### **A5 Media Relations**

Program designed to publicize and promote products, services, ideas, and develop relationships with the media and/or other publics. This program encompasses any aspects of media relations, including review programs, media tours, trade shows, pitching, etc.

### **A6 Public Affairs**

Program designed to affect legislation, government regulation, political activities or candidates.



**A7 Special Events and Observances**

Programs or events designed to promote observances, celebrations, commemorations, openings or other special activities.

**A8 Internal Communications**

Programs aimed at achieving organizational goals through enhanced communications with employees, members, volunteers or other internal audiences.

**A9 Crisis Communications/Issues Management**

Programs designed to respond to or prepare for an event that has or could have an extraordinary impact on the organization.

**A10 Investor Relations**

Programs aimed at developing, maintaining and improving relationships with shareholders, potential investors and the financial community.

**A11 PR for PR Award**

Any campaign, article, brochure, multi-media presentation, thesis or event designed to enhance the image and understanding of public relations.

**A12 Internet and Online Marketing Programs**

Programs designed to achieve an organization's goals through the effective use of the Internet and/or Web-based programs.

**A13 Multicultural Programs**

Programs (i.e., institutional, marketing, or community relations) specifically targeted to a cultural group.

**A14 Global Communications**

Programs that demonstrate effective global communications that are performed in at least one country outside of the United States, excluding Canada.



## **"B" – MEDIA RELATIONS**

### **B1 Press Kit – Hard Copy**

Includes all materials provided to the media (releases, photos, fact sheets, multi-media components, etc.) in a press kit demonstrating effective communications to the media or other appropriate audiences. The materials may promote a consumer product or service, business-to-business product or service, or non-profit organization.

### **B2 Press Kit – Electronic**

Includes all materials provided to the media (releases, photos, fact sheets, multi-media components, etc.) in a digital or Web-based format. This includes digital or online press kits as well as online press rooms or segments of an organization's Web site committed to fulfilling information for the media.

### **B3 News Release – Consumer**

Written announcement of a product, service, event, change in organization, accomplishment of a goal, hiring of new personnel, etc., targeted at consumer audiences.

### **B4 News Release – Business-to-Business**

Written announcement of a product, service, event, change in organization, accomplishment of a goal, hiring of new personnel, etc., targeted at business audiences.

### **B5 News Release – Non-Profit**

Written announcement of a product, service, event, change in organization, accomplishment of a goal, hiring of new personnel, etc., by a non-profit organization.

### **B6 Media Story – Issues Management**

A strategic, tactical program designed to educate, correct, or lessen the intensity of a one-time potential crisis story.

### **B7 Press Conference**

A meeting for the media to announce a product, service, event, change in organization, accomplishment of a goal, etc.

### **B8 Broadcast Productions**

Video production conceived, scripted and/or produced by the entrant that announces an event, service, change in an organization, accomplishment of a goal, new product, need by a non-profit organization, etc. Includes video news releases (VNRs), video case studies, satellite media tours (SMTs), in-flight video productions, and PSAs for radio or television.

### **B9 Article for Consumer Publication – Written**

Article that entrant has written for publication in a magazine, newspaper, Web site or newsletter.



**B10 Article for Consumer Publication – Pitched**

Story idea pitched by the entrant to a reporter, editor or producer.

**B11 Article for Trade Publication – Written**

Article that entrant has written for publication in an industry-specific magazine, newspaper, Web site or newsletter.

**B12 Article for Trade Publication – Pitched**

Story idea pitch by entrant to a reporter, editor or producer.

**B13 Best Single Media Placement – Print or Broadcast**

A single placement in a print or broadcast outlet that demonstrates remarkable effort to obtain or a clear impact on sales, public opinion, awareness, etc.

**B14 Media Tour**

A single in-person media tour to meet with journalists, industry analysts or other influencer group. (See Category B8 to submit satellite media tours.)

**B15 Creative Tactic / Stunt / Event**

A one-time marketing tactic, media stunt, or event emphasizing a creative approach and leveraging non-traditional public relations activities (i.e., buzz marketing, guerilla marketing, new media efforts, etc.).



## **"C" – COLLATERAL MATERIALS**

### **C1 Brochure**

Brochure's concept should be conceived by entrant. Entrant must have written a substantial portion of the brochure. Design and photography by others is allowed.

### **C2 Periodical**

Publications substantially written and/or edited by entrant for employees, association members, customers or other publics. Includes newsletters, magazines, online publications, etc. Submit three consecutive issues published in the PROTOS competition year.

### **C3 Annual Report**

Must be substantially conceived, produced, written and/or edited by entrant.

### **C4 Speech**

Must be written, but not necessarily presented, by entrant.

### **C5 Corporate Identity**

Includes logos, taglines, branding materials, etc. that were substantially conceived, written and/or designed by entrant.

### **C6 Collateral Materials**

Includes graphics, posters, announcements, invitations, direct mail pieces, etc., that are substantially conceived, written and/or designed by entrant.

### **C7 Institutional Advertisement – Advertorial**

Paid advertisement that states a position, makes an endorsement, encourages ideas or inspires action.

### **C8 Multi-Media Presentation**

Slide, overhead, video or digital presentation conceived, scripted, produced and/or directed by entrant. Includes audio/video and multi-media. Must be submitted in hard copy form on 1/2" VHS format, DVD or CD-ROM. Designed for all audiences, except the media. (See Category B8 for Broadcast Productions for a media audience).

### **C9 Web site Development**

Web pages that are substantially conceived, written and/or designed by the entrant.



## "D" – SOCIAL MEDIA

### **D1 Social Media Program**

Social media programs that are substantially conceived, written and/or designed by the entrant. May include any combination of social networks (i.e., Facebook, Twitter, or Linked In) or all three. Must clearly state how the social media program met its objectives.

### **D2 Blogs**

Web-based journals or blogs that communicated either a corporate or public service or industry position. Include rationale for blogging strategy, target audiences, and statistics, or other means of quantifiable measurement to support stated objectives. Screen shots of the blog being entered, as well as the actual site URL, must be submitted as part of the entry.





# Service Awards

## (Nominations Only)

The Distinguished Service Awards are the highest honors bestowed by the Orange County Chapter of PRSA. OC/PRSA members must complete a one-page nomination form for each nominee. Nomination forms and additional entry requirements can be found on the following pages. No entry fee is required for either of the following service award categories.

### **D1 Distinguished Service Award – Individual**

OC/PRSA members may nominate a fellow member, either for outstanding life-long career contributions to the goals and ethics of the public relations profession or for demonstrating exemplary dedication to a particular group by giving time, talent or other resources.

All current members in good standing of OC/PRSA, who have been members of this Chapter for more than one year, are eligible for the 2011 Distinguished Service Award, with two exceptions: (1) the current year's chapter president is ineligible and (2) the previous year's Distinguished Service honoree is ineligible.

Judging Criteria:

- Service to PRSA, particularly to OC/PRSA, but may also include contributions to other PRSA chapters and the national PRSA organization.
- Exemplary practice of the highest standards and ethics of the public relations profession
- Mentorship of young professionals

A panel of three former Distinguished Service Award winners, including the previous year's honoree, will select this year's recipient.

### **D2 Distinguished Service Award – Organization**

OC/PRSA members may nominate a corporation, organization or community, either for outstanding contributions to the goals and ethics of the public relations profession or for demonstrating exemplary dedication to the community or other publics by supporting significant, positive programs or actions.

An organization may be nominated for a single, exemplary project or for history of support. An organization can't be nominated if they have already won this award.

Judging Criteria

- Demonstrates recognition and support of the public relations profession
- Sets a standard for public relations practice

OC/PRSA's 2011 Board of Directors will select this year's honoree.



**Nomination Form**

# Distinguished Service Award - Individual

The Distinguished Service Awards are the highest honors bestowed by the Orange County Chapter of PRSA. OC/PRSA members must complete a one-page nomination form for each nominee. Nomination forms and additional entry requirements can be found on the following pages. No entry fee is required for either of the Distinguished Service Award categories.

OC/PRSA members may nominate a fellow member, either for outstanding life-long career contributions to the goals and ethics of the public relations profession or for demonstrating exemplary dedication to a particular group by giving time, talent or other resources.

All current members in good standing of OC/PRSA, who have been members of this Chapter for more than one year, are eligible for the 2010 Distinguished Service Award, with two exceptions: (1) the current year's chapter president is ineligible and (2) the previous year's Distinguished Service honoree is ineligible.

Judging criteria:

- Service to PRSA, particularly to OC/PRSA, but may also include contributions to other PRSA chapters and the national PRSA organization
- Exemplary practice of the highest standards and ethics of the public relations profession
- Mentorship of young professionals

A panel of three former Distinguished Service Award winners, including the previous year's honoree, will select this year's recipient.

Please complete the form below and e-mail your nomination to Noelle and Evelyn at [PROTOS@ocprsa.org](mailto:PROTOS@ocprsa.org) by **Friday, April 29, 2011**.



**Nominee for the Distinguished Service Award – Individual**

**Name of OC/PRSA member submitting nomination:**

**Title and company:**

**Telephone and e-mail:**

**Statement of support for this nomination:**

(One additional page may be attached with form submission, if needed.)



**Nomination Form**  
**Distinguished Service Award - Organization**

The Distinguished Service Awards are the highest honors bestowed by the Orange County Chapter of PRSA. OC/PRSA members must complete a one-page nomination form for each nominee. Nomination forms and additional entry requirements can be found on the following pages. No entry fee is required for either of the Distinguished Service Award categories.

OC/PRSA members may nominate a corporation, organization or community, either for outstanding contributions to the goals and ethics of the public relations profession or for demonstrating exemplary dedication to the community or other publics by supporting significant, positive programs or actions.

An organization may be nominated for a single, exemplary project or for a history of support. An organization can't be nominated if they have already won this award.

Judging criteria:

- Demonstrates recognition and support of the public relations profession
- Sets a standard for public relations practice

OC/PRSA's 2010 Board of Directors will select this year's honoree.

Please complete the form below and e-mail your nomination to Ricca Silverio at [PROTOS@ocprsa.org](mailto:PROTOS@ocprsa.org) by **Friday, April 29, 2011**.



**Nominee for the Distinguished Service Award – Organization**

**Name of OC/PRSA member submitting nomination:**

**Title and company:**

**Telephone and e-mail:**



**Statement of support for this nomination:**

(One additional page may be attached with form submission, if needed.)

