



2009 PROTOS AWARDS CALL FOR ENTRIES

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“The world is a book, and those who do not travel read only a page.”

– St. Augustine

Calling all of you savvy travelers! Whether you’ve been day-tripping on business or roaming around the world for pleasure, it’s time to unpack that baggage, share your mementos and tell your adventure tales to everyone back home. It’s the journey not the destination, so take a page from your book and enter the **34th Annual PROTOS Awards**.

You can search far and wide, but the most prized souvenir is right here. Orange County PRSA’s PROTOS honor the top PR programs, projects and people. Get on board and submit your entries.

Need a tour guide to get you from here to there? Read on to navigate the road ahead. Find out how to get your documents in order, hit those points of interest and arrive on time. Here’s the PROTOS entry itinerary:

- **Early Entries Due – Friday, April 17, 2009**
- **Late Entries Due – Friday, May 1, 2009**
- **Awards Ceremony – Friday, June 26, 2009**

You’re on your way now. Join the jet set and make your way to OC/PRSA’s PROTOS Awards and Banquet – **PASSPORT TO PROTOS 2009!** Visit www.ocprsa.org/events-protos for event details.

ENTRY REQUIREMENTS

Please follow the directions below 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, 2008 and December 31, 2008, and MUST NOT have been entered in prior PROTOS competitions. Individuals may:

- Submit work that took place during multiple years, if the majority of the program took place in 2008 and its results/evaluation are available.
- Submit past work completed for an organization, but must obtain permission from the company.
- Submit an unlimited number of entries for any given category.

ENTRY PREPARATION

Non-compliance with these guidelines will result in disqualification. 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. 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, or they will be disqualified.
- Include the following information on the outside back cover:
 - Category number and title
 - Entrant's name, company and business address
 - Entrant's telephone number

Additionally, each entry must include a two-page description and representative supporting materials:

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, such as CDs, brochure or other loose materials, 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/events-protos (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 submission form will be subject to an additional fee of \$5 per entry, or they will be disqualified. Please note that all entries require submittal of the online entry form, but payment may be provided either online before entries are delivered 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 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/events-protos (under the "Submit Your Entry" tab). ***Important:*** PayPal payment receipt MUST accompany entries when delivered to drop-off point.

ENTRY DEADLINE

Entries must be received by 5 p.m. on Friday, April 17, 2009. Entries received after 5 p.m. on Friday, April 17, 2009 through 5 p.m. on Friday, May 1, 2009 will require an additional late fee of \$65 per entry. 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 Porter Novelli*
(Alcone Marketing building)
4 Studebaker, First Floor
Irvine, CA 92618
Phone: (949) 583-2600

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 a reciprocal judging chapter. At the judges' discretion, there may be multiple awards, or none at all, given in any 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. Since the awards are judged against themselves, not their competitors, there can be multiple winners in each category. 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 the **PASSPORT TO PROTOS 2009** Awards and Banquet on Friday, June 26, 2009. 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 at the banquet on June 26, or must be picked up at Porter Novelli by Friday, July 10, 2009. Entries not claimed by July 10 will become the property of OC/PRSA and will be used for educational purposes.

*Driving directions to Porter Novelli available online at www.ocprsa.org/events-protos under the "Entry Requirements" tab.

ENTRY CATEGORIES

“A” – PROGRAM CATEGORIES

Program entries can be submitted in any of the following categories. Individuals may submit a program in multiple categories but should tailor each entry to fit the specific descriptions. Please note that 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 affecting legislation, government regulation, political activities or candidates.

A7 Special Events and Observances

Programs or events for 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 demonstrating 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), satellite media tours (SMTs), in-flight video productions, and public service announcements (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.

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 are available online at www.ocprsa.org/events-protos (under the "Award Categories" tab). 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 2009 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 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 2009 Board of Directors will select this year's honoree.

FAQs

Q: Do I have to submit my entry form(s) online?

A: Yes, please complete the entry form online at www.ocprsa.org/events-protos (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 delivered without an online entry form submitted will be subject to an additional fee of \$5 per entry, or they will be disqualified.

Q: Do I have to pay my entry fee(s) online?

A: Payment may be provided either online or by check upon delivery of entries. Please see page 3 of the 2009 Protos Call for Entries for additional payment details.

Q: What if I want to submit an entry for a company, program or project that is not based in Orange County?

A: To be eligible, your program or project must:

- Have been completed by a member of OC/PRSA or an Orange County-based company or organization; or
- Serve an Orange County area event, company or client.

Q: Can I submit the same program/project for multiple categories?

A: Yes, you may submit a program in multiple categories, but should tailor each entry to fit the specific descriptions.

Q: Can I nominate myself or my own company for a Distinguished Service Award?

A: Yes, OC/PRSA members may nominate themselves or their own company by completing a one-page nomination form available online at www.ocprsa.org/events-protos (under the “Award Categories” tab).

Q: How are the Distinguished Service Awards judged?

A: A panel of three former Distinguished Service Award Individual winners, including the previous year’s honoree, will select the 2009 Distinguished Service Award – Individual recipient. OC/PRSA’s 2009 Board of Directors will select the 2009 Distinguished Service Award – Organization honoree.

Q: I’m taking longer than expected to finish my entry. Is there a late deadline?

A: Yes, entries submitted after 5 p.m. on Friday, April 17, 2009 through 5 p.m. on Friday, May 1, 2009 will require an additional late fee of \$65 per entry. Delays due to mail, delivery service, or traffic will result in late fees or disqualification of an entry.

Q: Where do I submit my entry and how to I get them there?

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

PROTOS
c/o Porter Novelli
4 Studebaker, First Floor
Irvine, CA 92618
Phone: (949) 583-2600
Fax: (949) 583-2601

Q: How will my entry be judged?

A: Entries are judged by two or more PRSA members from a reciprocal judging chapter. At the judges' discretion, there may be multiple awards, or none at all, given in any 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.

Q: How can my entry be considered for Best of Show?

A: 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.

Q: Will the finalists be announced prior to the awards ceremony?

A: The PROTOS Awards do not designate and/or announce finalists for the awards prior to the event. The winners will all be announced, for the first time, at the **PASSPORT TO PROTOS 2009** Awards and Banquet on June 26, 2009.

Q: Will I be able to get back my entry?

A: Yes, all entries will be displayed at the **PASSPORT TO PROTOS 2009** Awards and Banquet on Friday, June 26, 2009. 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 at the banquet on June 26, or must be picked up at Porter Novelli by Friday, July 10, 2009. Entries not claimed by July 10 will become the property of OC/PRSA and will be used for educational purposes.

Q: If I win, will I be able to order duplicates of the award for my colleagues and clients?

A: Yes, a duplicate awards order form will be posted online at www.ocprsa.org/events-protos following the **PASSPORT TO PROTOS 2009** Awards and Banquet on June 26, 2009.