

How to Enter the 2019 Spotlights: Entry Details, Guidelines and Cost

The time to celebrate your **stellar work** is here! PRSA Oregon wants to cheer the best **campaigns and tactics** our local firms, companies, organizations and professionals innovate, produce and measure. It's your time to shine. Show off for your boss, give your clients a little extra love, demonstrate how you moved the meter and/or made change for **good**.

The PRSA Oregon Spotlight Awards recognize campaigns and tactics that exemplify excellence and leadership in public relations, digital media and integrated communications. Then we'll get to celebrate **YOU** at the 2019 Spotlight Awards Dinner Event on Wednesday, Nov. 6 at The Exchange Ballroom in Portland. Watch PRSA Oregon's Website for registration details.

We'll also be celebrating the **leaders** among us who are worthy of individual awards, called our Awards of **Distinction**. The four special awards recognize PRSA members or a non-member for the [William M. Marsh Lifetime Achievement Award](#), [Olga M. Haley Mentorship Award](#), [Ron Schmidt Community Involvement Award](#) and [New Professional Award of Excellence](#). There are no fees to nominate in the individual categories. Nominations for these Awards of Distinction are a separate process; click on these links above or here to learn more: <https://prsaoregon.org/programs/awards/>.

For Spotlight Campaigns and Tactics entries, here are the specifics. Scroll down for this information:

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Eligibility

You can enter a Campaign or Tactic (or multiples of each). See the details of those two category beginning following. The majority of the campaign or tactical work in your entry must have been executed and measured between August 2018 - August 2019.

How to Enter

All entries, supporting detail and payment of fees will be done at our official Spotlight Awards Submission Portal - <https://www.judgify.me/2019PRSAOregonSpots>. Entrants will need to create an account prior to the first purchase. Note: Payment is due in full at the time you submit your entry (-ies).

A summary is required for all entries: it must be typewritten in 11-point font or larger. For all “Tactics” entries- the summary must be no more than one page (one side only). For “Programs and Campaigns” entries, the summary can be up to two pages. The entrant’s name and company/agency/organization should appear on the upper left-hand corner of each page. The summary must serve as the first page(s) of your entry. Please note that award and entry descriptions for the awards event will be taken from the summary.

Entry Fees, Bundling and The Portal:

Member- Tactic* Entries	Non-Member - Tactic Entries
Per Entry - Early Bird: \$55 by 9/23	Per Entry: \$100 by 9/27
Per Entry - Regular: \$75 by 9/27	
Bundled Savings per 3 Tactics Entries: \$180	
Member- Campaign* Entries	Non-Member - Campaign Entries
Per Entry - Early Bird: \$85 by 9/23	Per Entry: \$125 by 9/27
Per Entry - Regular: \$110 by 9/27	
Bundled Savings per 3 Campaigns Entries: \$285	

**If a Tactic or Campaign was developed and executed for no professional fees, reimbursement or remuneration, it is considered Pro-Bono and can be entered for free. Please do not upload it to the Judgify.me awards portal. Please do email it (5MB total please) to awards@prsaoregon.org on or before 9/27.*

Please consider how entries are judged when preparing your summary - see more detail below. Please ensure all supporting documents are bundled in one, singular file. **You will be only able to upload one file per entry.** The file cannot exceed **50MB**. As an FYI:

Entry Fees, Bundling and The Portal, cont'd.

- One method of payment may be submitted for multiple entries.
- Video entries must be labeled with the entry name with a link to the file. Audio entries must be labeled with the entry name with a link to the file.
- Presentations or websites may be submitted each labeled with entry name with a link to the file.
- Entries and summaries of judges' comments will be emailed to the person who submitted the entries after the Spotlight Awards. Remember to keep your own electronic copy of your entry before you complete the entry process.

Where do I enter and What's included in the online submission form?

Please have all of your materials prepared prior to logging onto the Portal and completing this form. At this time, the Spotlight Awards Submissions Portal (<https://www.judgify.me/2019PRSAOregonSpots>) is unable to save entries for editing prior to completion. Please find the green **“Submit An Entry”** button in the top right hand corner of your screen to begin. To navigate the portal, please see the **Step-By-Step** form at <https://prsaoregon.org/programs/awards/>.

The category you choose will reflect on your payment. If you entered incorrectly, we will contact you for payment correction(s) before processing your application(s).

How to Organize your Entry(-ies):

You will need a cover page, which will not be considered part of your summary. On the cover page, indicate:

- Spotlight award category
- Entry title and campaign/tactic title (if different)
- Entry summary
- Who/what organization is submitting the entry, including names and titles of team participants
- 100-word description of the entry
- Primary image or graphic that represents entry (jpg, png, pdf, gif, eps)
- Should entry win, designate who will receive award at the ceremony (include pronunciation)
- Should entry win, whether entrant would be interested in speaking about the campaign or tactic at a future Chapter event

How to Organize your Entry(-ies), cont'd.

- Trophy information: If your entry wins, we will provide an order form at the Spotlight Awards dinner to pre-order additional and/or duplicate trophies.

The Judges

Judges will be looking for clear and concise identification of problem/need; clarity of goals and strategy; dedicated research; attention to diversity, equity and inclusion; demonstration of ethical practice; clarification of target audiences; budget adherence; and strength and validity of results. Your entry will not be judged against other entries, rather it will be considered against objective measurement in the below-mentioned elements.

PRSA Oregon has arranged for its Spotlight entries to be judged by a chapter of similar size, elsewhere in the U.S. PRSA Oregon prefers judges to be nationally Accredited in Public Relations and asks the judging chapter to ensure as each entry will have multiple judges, at least 1 judge per entry is APR - Accredited in Public Relations.

Supporting Materials

Entries and supporting materials may be submitted only via the digital, online-only submissions portal.

The Summary (-ies) and supporting materials should be organized into these elements and will be worth up to 15 points each. Entries scoring between 53-60 points will earn a Spotlight award, those scoring between 45-52 points may be awarded a Merit Award. The Summary for Campaign entries may be up to two pages; summaries for Tactics entries may not exceed one page.

- Summary Page(s): Clear overview: Associated images/graphics or links to video that represent entry; clear, concise and complete overview of the situation; identification of public relations goals, objectives, strategies; detailed budget and measured results. Include link(s) to social handles/tags, photography, video(s) and pertinent content affiliated with or representing the overall entry.
- Research, Planning and a Detailed Budget: Appropriateness, validity, scope and results of research; how target audience(s) were identified; how the budget was developed and spent.

Supporting Materials, cont'd.

- Execution: Clarity of the resulting plan; how, when and where the implementation occurred; quality and rationale of the communications utilized; timeline; and proof the tactics supported and achieved the desired objectives.
- Evaluation/Results: How the measurement of the results was implemented; if all elements of the plan were implemented within the budget; the effectiveness of results based on the plan's strategies and objectives.

Past successful Spotlight entries have also included additional explanatory text for each of the above elements, which can lead each section. There is no word limit on explanatory content/text.

2019 Spotlight Award Categories

Programs and Campaigns - Up to Two-Page Summary:

C-1. COMMUNITY RELATIONS

Includes programs that seek to win the support or cooperation of — or that aimed 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.

Programs and Campaigns - Up to Two-Page Summary, cont'd.

C-2. 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. Campaigns designed to launch or promote a specific product or service launch or sales/marketing effort should be entered in Marketing Consumer Products or Services or Marketing Business to Business.

C-3. EVENT OR OBSERVANCE

Events may be commemorations, observances, openings, celebrations or other special activities. You must have played a major role in organizing or publicizing the event or observance you're entering in the awards. For instance, creating or publicizing a booth at a trade show held by another organization would not qualify you for an award.

Programs and Campaigns - Up to Two-Page Summary, cont'd.

C-4. 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 Reputation/Brand Management.)

C-5. 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.

C-6. MARKETING CONSUMER PRODUCT OR SERVICE

Includes programs designed to introduce new products or services, or promote existing products or services to a consumer audience (product launches).

C-7. MARKETING BUSINESS-TO-BUSINESS

Includes programs designed to introduce new products, or promote existing products or services to a business or commercial audience (product launches).

C-8. GLOBAL COMMUNICATIONS

Includes any type of program (e.g., institutional, marketing, events) sponsored by a U.S. company or a company with a U.S. presence. The program must demonstrate effective global communications implemented in at least two countries, one of which may be the U.S. itself.

C-9. CRISIS COMMUNICATIONS

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

C-10. ISSUE MANAGEMENT

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

Programs and Campaigns - Up to Two-Page Summary, cont'd.

C-11. INTERNAL COMMUNICATIONS

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

C-12. INVESTOR RELATIONS

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

C-13. DEI/MULTICULTURAL PUBLIC RELATIONS

Includes any type of program (e.g., institutional, marketing, community relations) specifically targeted to a cultural group and/or campaigns that used specific tactics comprising diversity, equity and inclusion goals.

C-14. 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.

C-15. SOCIAL MEDIA/DIGITAL COMMUNICATIONS

Campaigns that demonstrate leadership of public relations strategies and tactics executed in an online or digital format. Campaigns that incorporate social media or digital elements but also include traditional or print components should be entered in Integrated Communications.

Tactics - One-Page Summary:

T-1. MEDIA/BLOGGER RELATIONS

Tactics, programs and events driven entirely by media/blogger relations for a product, service, organization or government agency. 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/measurement of the resulting media coverage. Visual and/or audio files must accompany your entry.

Tactics - One-Page Summary, cont'd.

T-2. FEATURE STORY**

Feature articles that have been written by a practitioner, and submitted and published through his or her

efforts. Submit text of feature article as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results.

T-3. EDITORIAL/OP-ED COLUMN**

Opinion articles written as an editorial, guest column or letter-to-the-editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, results and budget.

T-4. WEBCASTS or PODCASTS

Media files distributed over the Internet using streaming media technology. May be live or recorded.

Submit the one-page summary and an audio or video file of the webcast, as well as the actual site URL.

T-5. BLOG

Web-based journal, or blog, that communicated either a corporate, public service or industry position.

The one-page summary should include rationale for blogging strategy, target audiences and statistics or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered and the actual site URL must be submitted as part of the entry.

T-6. WEBSITE

Use of a website 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 website URL for external sites. Online media rooms should be for media only.

T-7. CREATIVE TACTIC**

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. Visual evidence is requested such as photography or video.

Tactics - One-Page Summary, cont'd.

T-8. NEWS CONFERENCE

One-time event held specifically to announce news to target media about a product, service, issue or organization. The one-page summary should address logistics, execution and quantifiable measures that demonstrate how the news conference achieved its stated objectives. Note: A series of events or multi-day effort does not belong in this category, instead it should be submitted under the T-25 Event Tactic.

T-9. NEWS RELEASE/SOCIAL MEDIA RELEASE

Press releases or social media releases to announce news to target traditional or new media about a product, service, issue, event or organization. Show in the one-page summary results, capture and/or penetration.

T-10. MEDIA KIT**

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 online or electronic versions, include the URL or digital version of the press kit.)

T-11. VIDEO NEWS RELEASE/ONLINE VIDEOS

Pre-produced videos distributed to television stations to inform target audiences about an event, product, service or organization. Entries may consist of edited video (or links) and sound bites or a URL to the video. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

T-12. SATELLITE MEDIA TOUR

Live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service, organization issue. Entries may consist of one or two of the representative placements in a video clip (or URL). The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

Tactics - One-Page Summary, cont'd.

T-13. PSA

Video productions of one minute or less distributed free to television stations, or audio productions of one minute or less distributed free to radio stations, or ads distributed to newspapers and/or magazines as non-paid Public Service Announcements. Single productions or a series addressing the same issue may be submitted. The one-page summary should include documentation of results. Scripts and actual video or audio can be included or a URL can be cited. Print submissions need to include evidence of the actual placed, print PSA.

T-14. VIDEO PROGRAM

Video programs targeted toward internal audiences such as employees, members, etc. or targeted toward external audiences. Entrants should submit programs in a digital format as a reasonable representation or in a URL. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

T-15. SOCIAL MEDIA/DIGITAL COMMUNICATIONS

Digital and social media tactics designed to inform an audience or media target about an organization, product, service or issue, as part of a public relations program. Entrants should submit the tactic in a digital format or should include the URL. Include screen grabs or copies of key pages to support your one-page summary. In addition, include the website URL for external sites.

T-16. WORD OF MOUTH/VIRAL TACTIC

Creative tactics used to create buzz within a target audience. Tactics that get key audiences talking or provide an avenue for conversation through use of different techniques, such as viral marketing, sampling programs, loyalty programs, etc.

T-17. NEWSLETTER

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues along with the one-page summary. For online or electronic versions, submit in a digital format or include the URLs.

Tactics - One-Page Summary, cont'd.

T-18. PRINTED COMMUNICATION**

Magazine, brochure or single-issue publication designed for a special purpose, to provide in-depth information about an organization or topic on a regular basis, or to inform a target audience about an organization, product, service or issue. Submit one copy electronically of the publication along with the summary.

T-19. ANNUAL REPORT

Publications which report on an organization's annual performance. Submit one copy of the publication along with the summary. For online or electronic versions, submit the annual report either as a digital file or via a URL.

T-20. DIRECT MAIL/DIRECT RESPONSE

Communications designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions by the target audience recipients resulting solely from the sponsor's communication should be detailed in the summary. Submit one copy of the publication along with the summary. For online or electronic versions, submit in a digital format or include the URL.

T-21. SPEECH**

Submit text of speech along with summary. Summary should include information about the audience, purpose of the speech and any documented results against the stated objectives.

T-22. ADVERTORIAL **

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Submit text of editorial matter and documentation of publication. The one-page summary should include target audience, measurable objectives and budget.

T-23. RESEARCH/EVALUATION

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Sample of the

Tactics - One-Page Summary, cont'd.

methodology and findings of any research should be included in the entry, along with the summary. Summaries for evaluations should detail how and why the method is unique and valuable.

T-24. SMARTPHONE/TABLET APPLICATIONS

Use of smartphone and/or tablet applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. In addition, include brief instructions on how to download the application.

T-25. EVENT

A targeted event, observance or occurrence held specifically about a product, service, issue or organization. The one-page summary should address goal, logistics, execution and quantifiable measures that demonstrate how the event achieved its stated objectives.

**Entries within these categories must be written in their entirety or substantively by the entrant and not merely “pitched.”