



PRSA INLAND EMPIRE CHAPTER
50TH ANNIVERSARY

CALL FOR ENTRIES

POLARIS AWARDS 2015

Calling all outstanding public relations professionals in the Inland Empire! The PRSA Inland Empire Chapter is calling for entries for its 2015 Polaris Awards.

The annual awards recognize public relations tactics and programs that successfully incorporate sound research, planning, execution and evaluation. These awards represent the highest standards of performance in the public relations profession in the Inland Empire.

ELIGIBILITY

All submissions, or a portion of the entry, must have been executed between June 1, 2014 and June 1, 2015. In addition, all submissions must meet one or more of the following criteria:

- Company/client resides in the Inland Empire, except for student category.
- Project was executed in the Inland Empire, except in the case of a student project, which may be a proposal rather than an executed project.
- Open to members of PRSA Inland Empire and non-members.

ENTRY DEADLINES

- **Entry Deadline - Friday, August 28, 2015**
- **Final Deadline for Entries – Friday, Sept. 4, 2015**
- **Awards Ceremony – Wednesday, November 18, 2015**

ENTRY FEES

PRSA Inland Empire Members

Entry Fee: \$45 per entry (must be uploaded by Friday, Aug. 28 2015)

Final Entry Date Fee: \$65 per entry (must be uploaded by Friday, Sept. 4, 2015)

Non-members

Entry Fee: \$60 per entry (must be uploaded by Friday, Aug. 28, 2015)

Final Entry Date Fee: \$80 per entry (must be uploaded by Friday, Sept. 4, 2015)

Online Submissions ONLY

The PRSA Inland Empire Polaris Awards submissions are now 100 percent online!

- Simple, easy steps to follow.
- Easy upload of entries via Dropbox.
- No postage or delivery charges.
- Save on paper and supply costs with no binders or copying needed.

All entries must be uploaded to a separate folder in Dropbox. A free account can be created at Dropbox.com.

- Place each entry in a clearly labeled folder in Dropbox identifying the category for the entry, the applicant, and the title of the project.
- Log in to DropBox and create a new folder for the entry using the following protocol:
 - [Category-Number]_[Entrant-Name]_Project-Title
 - Example: 4_PRSA-Inland-Empire_Annual-Report-2014
- Once the folder is created:
 - Create your entry summary and save as a PDF inside the project folder using the same naming protocol.
 - Place all files relevant for your entry into this folder.
- Once your entry folder is complete, click "Share Link" in Dropbox.
 - Click "Share Folder" icon
 - Select "share existing folder"
 - Address your message to awards@prsaie.org and type a brief message about your entry. Press Share!
 - Once you have shared files via Dropbox, please send an email awards@prsaie.org to notify that you have submitted files. We will reply with a confirmation.

Requirements for ALL Entries:

- Entry must be uploaded as one document in PDF format.
- Include a copy of your entry form
- Multimedia files including photos, video (less than five minutes) or audio may be uploaded separately. Entry file name must be the same as the Entry PDF.
- Pages should be no larger than 8 1/2 x 11 inches.
- The document should include any supporting materials referred to in the one- or two-page summary. For example, if you reference a public relations planning document, a copy of the plan should be included.
- Any collateral such as press kits, direct mail pieces, etc. - please include a screenshot, photograph or rendering within your document.

JUDGING

Members of a PRSA sister chapter will judge entries. Entries can earn up to 100 points.

AWARDS

- Polaris: entry must receive an average score of 90 or more points
- Capella: entry must receive an average score of 75 to 89 points
- From the winning entries, the judges will select an award for the coveted **Best of Show** honor based on a point system. If an entry does not meet the point criteria, a best of show award may not be given.

ANNUAL POLARIS AWARDS DINNER

The PRSA California Inland Empire Chapter will host its **50th Annual Polaris Awards & Dinner** on Nov. 18, 2015 at Center Stage in Fontana. <http://centerstagefontana.com/>

GUIDELINES

All entries must meet the following criteria. **Entries that do not meet these criteria will be disqualified.**

- Complete entry form. Entrants are responsible for designating the appropriate category and/or subcategory for each category; judges will not assign category of entries.
- Choose appropriate categories. Entry may be submitted in multiple categories as needed. Each additional category must include a separate form, summary and entry fee.
- Submit each entry online in Dropbox as noted above.
- Prepare a concise summary no longer than two typewritten pages to introduce your entry to the judges. The summary should include the following: Introduction, Research, Planning, Execution and Evaluation.
- All entries that meet the Polaris Awards criteria will be recognized in a multi-media presentation. You must include a jpg or PowerPoint file of one image from your entry (i.e. cover of magazine, press release, web site home page, press kit, etc.) and limit the file size if possible. **Ten points will be deducted if not submitted.**
- Font size must be no smaller than 10 point font.
- Margins must be a minimum of .5 inches all around.

The two-page summary should include the following sections:

Introduction

Provide a brief one or two paragraph description of the project that indicates why the project fits into the entry category, when the project was undertaken, role in the project, purpose of the project and how it benefited or is benefiting the organization.

Research

Summarize the primary and/or secondary research used to identify problems or opportunities addresses by the entry. Include planning and execution of research conducted.

Planning

Outline the public relation plan. Specify the entry's objectives, target audience, strategy, creativity and budget. Answer the questions, "Who was the target audience?" and "What did we want the target audience to do?"

Execution

Describe the various elements of the plan, techniques used, tactics undertaken, implementation of the plan and difficulties 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 of the total program cost.

Evaluation

Demonstrate how the program met or exceeded its original objectives through quantifiable measurement methods.

Samples of supporting documents are sufficient to give the judging panel a basis for evaluation. Keep a copy of your entry. All entries become property of PRSA Inland Empire Chapter.

For additional information about the Polaris Awards, please visit www.prsaie.org or contact Hillary Angel, Polaris Awards Chair, at 951-833-4068 or awards@prsaie.org.

PRSA Inland Empire Entry Categories – For your Reference

| <u>Category Number</u> | <u>Category Name</u> |
|-------------------------------|--|
| 1. | Writing |
| 2. | News Release/Public Service Announcement |
| 3. | Brochure |
| 4. | Annual Reports |
| 5. | Media/Press Kit or Online Newsroom |
| 6. | Marketing Communications |
| 7. | Overall Public Relations Program |
| 8. | Media Relations/Media Placement |
| 9. | Community Relations |
| 10. | Special Events and Observances |
| 11. | Government/Public Affairs Program |
| 12. | Multicultural Communications Program |
| 13. | Corporate Branding |
| 14. | Internal Communications |
| 15. | Newsletter (Hardcopy or Electronic) |
| 16. | Multi-media Communications |
| 17. | Creative Communication |
| 18. | Crisis Communications |
| 19. | Website |
| 20. | Magazines or Periodicals |
| 21. | Social Media Public Relations Programs |
| 22. | Social Media Public Relations Tactics |
| 23. | Student Project |



ENTRY CATEGORIES

1. Writing

1a. Speech

1b. Op/Ed

1c. Feature Story

1d. Pitch Letter

1e. Backgrounder, White Paper or Technical

For published pieces, submit tear sheet or editorial via scan and inclusion in the PDF.

2. News Release/Public Service Announcement

News event, feature, product or service, include release and clippings.

2a. Print

2b. Radio (submitted in audio file such as mp3)

2c. Other (speeches, opinion editorials, etc.)

3. Brochure

Pamphlets, tri-folds, or other small publications designed to inform a target audience about an organization, product, service or issue.

4. Annual Reports

Publication that reports on an organization's annual performance.

5. Media/Press Kit or Online Newsroom

Include all materials provided to media, including news releases, video/photos and fact sheets.

6. Marketing Communications

Programs designed to introduce, publicize or promote products, services or ideas. Campaigns that successfully create buzz and brand recognition.

7. Overall Public Relations Program

Ongoing program affecting an organization's overall relations with its publics or key elements of its publics.

8. Media Relations/Media Placement

Media relations efforts focused on gaining publicity, enhancing overall awareness, providing education/professional development or other media relations work. Must include press clippings to show the media placement.

8a. Print

8b. Broadcast

8c. Online

9. Community Relations

Programs aimed at winning the cooperation of and improving relations with publics or organizations in communities where the sponsoring organization has an interest, need or opportunity.

10. Special Events and Observances

One-time program of limited duration designed to generate awareness with key audiences. Includes product launches, openings, celebrations, premieres, anniversaries, kick-offs or other special observances in the following areas:

10a. Corporate/Brand

10b. Government/Non-Profit

11. Government/Public Affairs Program

Campaigns or programs that communicate an organization's position to a government entity or other public audience, or that seek to influence the governmental decision-making process.

12. Multicultural Communications Program

Campaigns or programs, of any kind, strategically targeted to a cultural group.

12a. Corporate/Brand

12b. Associations/Government/Nonprofit Organizations

13. Corporate Branding

Program using public relations in the launch of a new company or in a corporate rebranding initiative. The campaign must go beyond simple brand name recognition to show an appreciation and understanding of key message points among target audience.

14. Internal Communications

Programs to improve internal relations through enhanced communications or programs affecting relations with employees or staff.

15. Newsletter (Hardcopy or Electronic)

Publications designed, written and published periodically to provide timely information to target audiences while supporting an organization's overall communications objectives. Submit at least three consecutive issues.

16. Multi-media Communications

Presentation that entrant produced, directed and/or scripted.

17. Creative Communication

This category is for a one-time communication project such as calendars, posters, bill stuffers, logo design, etc. All the judging elements of a program are considered in this category.

18. Crisis Communications

18a. Implementation of a communications strategy in response to an organizational crisis

18b. Development of a crisis plan

19. Website

19a. Internet Website

19b. Intranet Website

20. Magazines or Periodicals

Publications designed to provide in-depth information about an organization or topic on a regular basis. Entries must include two consecutive issues.

21. Social Media Public Relations Programs

Ongoing strategic program utilizing one or more digital platforms or channels such as social media, websites, landing pages, e-mail, mobile, blog/vlog, webcast, webinar, etc. Submissions should explain why this medium was selected and demonstrate how the campaign strategy, research and execution successfully worked to reach and influence target audiences.

22. Social Media Public Relations Tactics

Tactics using social and digital media platforms or channels to communicate, influence, share information, or build brand awareness with constituent groups.

22a. Content Creation (i.e. Blogs, Podcasts, Video)

22b. Social Networks (i.e. Facebook; Linked In)

22c. Push Communications (i.e. Twitter, Yelp, Foursquare)

22d. Content Sharing (i.e. YouTube, Flickr, Del.icio.us)

22e. Content Networks (i.e. Digg, Wiki, message boards)

23. Student Project

Undergraduate or graduate students, individually or in teams, may submit a project done for a public relations course as long as it includes a fully developed public relations projects, i.e., press kit, campaign proposal, special event proposal, etc. Submissions will be judged on how well the project uses the four-step process of public relations in its development.



2015 POLARIS AWARDS ENTRY FORM

Submissions must be from practitioners in the Inland Empire or for Inland Empire clients. An entry form must be completed and included for each entry. Submit each entry following entry guidelines.

Category Name and Category Number:

Title of Entry:

Entrant's Name:

Title:

Company:

Mailing Address:

City:

State:

Zip:

Telephone:

E-mail:

Website:

PRSA-CIEC Member Yes No

Name(s) to be engraved on award (limit to 25 characters):

Entry Description:

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Payment Options – Online ONLY

Credit Card for the entries must be made online at www.prsaie.org.

Select Polaris Awards on the website and you will be directed to online payment section.

Questions?

Please visit www.prsaie.org or contact Hillary Angel, Polaris Awards Chair at 951-833-4068 or awards@prsaie.org.