



IMPACT AWARDS
EXCELLENCE IN PUBLIC RELATIONS

2019 PRSA of Southern Arizona IMPACT Awards Entry Categories

1. Writing

For published pieces, submit a tear sheet or editorial in PDF form.

1a. Op/Ed

1b. Feature Story

2. News Release/Public Service Announcement

A news release or PSA that results in placements and/or coverage of your news or event. Include the release or PSA and any clippings.

2a. Print (clips submitted as PDFs)

2. Broadcast (submitted in audio file such as .mp3 or video file such as .wmv)

3. Brochure

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

4. Annual Report

A publication that reports an organization's annual performance. Please submit a PDF of the Annual Report

5. Media/Press Kit or Online Newsroom

Include PDFs of all materials provided to media, including news releases, video/photos, and fact sheets. Please include a URL or hyperlink to an online newsroom.

6. Marketing Communications

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

7. Public Relations Program

An ongoing, multi-deliverable PR program designed to affect 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 (clips submitted as PDFs)

8b. Broadcast (submitted in audio file such as .mp3 or video file such as .wmv)

8c. Online (clips submitted as PDFs. May also include hyperlinks)

9. Community Relations

A community relations or Corporate Social Responsibility program aimed at 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, anniversary celebrations, kick-offs, or other special observances in the following areas:

10a. Corporate/Brand

10b. Government/Nonprofit

Include photos/videos from event and marketing materials used.

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 a defined audience or a governmental decision-making process.

12. Multicultural Communications Program

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

13. Corporate Branding

A program using public relations tactics to support the launch of a new company or product, to rebrand a company or products, or to drive greater awareness of a corporate brand.

14. Internal Communications

Programs to improve internal relations in an organization through communications tactics or programs impacting relations with employees/staff.

15. Newsletter

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

15a. Print

15b. Electronic

16. Multi-Media Communications

A multi-media deliverable, such as a video, podcast, or webinar that entrant produced, directed and/or scripted.

17. Creative Communications

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

18. Crisis Communications

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

18b. Crisis Plan

19. Website

19a. Internet

19b. Intranet

20. Magazines or Periodicals

Publications designed to provide in-depth information about an organization or topic on a regular basis.

20a. Print

20b. Digital

21. Digital Communications Campaign

A strategic campaign or ongoing program utilizing one or more digital platforms or channels such as websites, landing pages, email, mobile, blogs/vlogs, webcasts, webinars, etc.

Submissions should explain why this medium was selected and demonstrate how the campaign strategy, research, and execution successfully worked to reach and influence the target audiences.

21a. General

21b. Social Media

22. Fundraising Communications

A campaign or event by a nonprofit organization designed to raise funding, through donations, for the organization.

22a. Event - Include all communication elements to drive attendance and participation

22b. Campaign or Program

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 project. 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.

24. PR Professional of the Year ***New***

Nominate someone that has made an impact in the PR world through their dedication to the industry. This can include seasoned professionals or PR rookies. The recipient must have demonstrated outstanding leadership, innovation, creativity, and professionalism. Please describe what this individual has accomplished in their career, contributions made to PRSA, and what qualifies them as PRSA Southern Arizona's PR Professional of the Year. Nominations should include 3 letters of nomination, the nominee's resume or bio, and headshot. Send your nominations to the IMPACT Award Committee at prsaimpact@gmail.com. Nominations for PR Pro of the Year are completely free, but the nominee must be a PRSA member.

SCORING

- Entries scoring 35 to 39 points receive an IMPACT Certificate of Excellence
- Entries scoring 40 or more points receive an IMPACT Award for Excellence
- From the winning entries, the judges will select the coveted Best in Show, honoring the highest scoring entry.

IMAGES

Please submit high-quality photos, videos, graphics, and documents for each project. The winning projects will be displayed on a screen at the Award Celebration in October.

QUESTIONS?

Let us know! You can email us at PRSAimpact@gmail.com.