

# IMPACT AWARDS

## PRSA SOUTHERN ARIZONA IMPACT AWARDS FOR EXCELLENCE 2018 CALL FOR ENTRIES

**Calling all outstanding public relations and communications professionals in Southern Arizona for the 2018 IMPACT Awards of Excellence in Public Relations.**

Each year the IMPACT Awards for Excellence in Public Relations recognize communications professionals throughout the region who represent the highest standards and successfully create projects and programs that incorporate the primary elements of research, planning, execution and evaluation into their work.

### ELIGIBILITY

All submissions, or the majority of the work, must have taken place between June 2017 and June 2018. Both Members and Nonmembers of PRSA Southern Arizona are eligible.

### ENTRY DEADLINES

Entries open on August 1, 2018

**SUBMISSION DEADLINE: Friday, August 31, 2018 (close of business)**

### ENTRY FEES

Members: \$45

Nonmembers: \$55

Nonprofits: \$45

*Southern Arizona nonprofits are invited to participate in the IMPACT Awards at the Member rate!*

### JUDGING

This year the PRSA Volunteer Chapter will be judging our submissions. Our judging requires three judges for each submission, and at least one judge for each entry must be an APR.

## IMPACT Awards 2018 SUBMISSION GUIDELINES

Your Submission Packet for each Entry should include the first three items below, submitted as a single PDF document, in order:

- 1. 1 completed 2018 IMPACT Awards Entry Form for each entry**  
If you submit a project for more than 1 category, you need a unique submission form with the category information for each submission.
- 2. A 3 to 5 line Entry Summary that summarizes the problem, the project and the results**
- 3. Your Main Submission (details below)**
- 4. Support Materials**

### The Main Submission

Per the standards established by the national chapter of the Public Relations Society of America, this part of your entry packet should include detailed information for each of the following Four Key Elements of Public Relations:

#### 1. RESEARCH (10 Points)

Identify the PR problem(s) and/or the opportunity(ies) your program or tactic is designed to address, using formal or informal research methodologies.

TIP: If research was not conducted because of time or budget constraints, explain this in your summary, and include the research you would have done in a “perfect world.” Sometimes research was conducted through other programs, projects, or avenues and that information is relevant to your entry submission. Be sure to discuss that information when appropriate. Points will be deducted if the research was not conducted, but if you do not address the research, no points will be awarded for your entry in this section.

#### 2. PLANNING

- Identify primary and secondary audiences and list them in order of importance.
- State your primary communications goal with specific, measurable objectives and the strategies to accomplish those objectives.
- List resources available (as well as the limitations) for budget, time, personnel and how you overcame them.

#### 3. EXECUTION

Describe the communications tactics used to support the strategies and meet the outlined objectives. Describe any difficulties encountered in terms of budget, time, personnel and how you overcame those difficulties.

#### 4. RESULTS/EVALUATION

Demonstrate how the program or tactic met or exceeded its original, measurable objectives. Utilize quantifiable measurement methods whenever possible. Outcomes can be measured utilizing a variety of techniques such as surveys, attendance at events, informal feedback or correspondence from the audience, news coverage, etc.

### SUPPORT MATERIALS (optional)

Entries may include support materials that illustrate the campaign or tactic, such as work samples, photos, news clippings, audio or video files, PDFs of collateral, etc. Those can be separate files from your Submission Packet.

## SUBMISSION INSTRUCTIONS

- The first three items for your submission should be uploaded as one document, in PDF format. The document should be in the following order:
  1. Entry Form
  2. Entry Summary
  3. Main Submission

Supporting Materials may be separate files from items 1-3 above.

### Organizing and Naming Your Submission

- The Main Submission should be done on 8 ½ x 11” paper, with a standard font no smaller than 11 pts and margins no smaller than ½ inch all around.
- **All files for your entry should be placed into a single folder.** This folder, as well as the individual files that go in it, should all include the same name to ensure they are clearly identifiable as being part of the same submission. The naming should include:

[CategoryNumber]\_[EntrantName]\_[ProjectTitle]

**Example:**

**4\_ABCPublicRelations\_AnnualReport2016**

- All Supporting Materials including photos, PDF samples, audio or video files, planning documents, etc. may be uploaded as separate files from the main submission document and should all be in the same folder for the Entry.
- All forms and elements must be included at the time of the original submission.
- Appropriate categories must be selected. Entries may be submitted in multiple categories as needed, but each entry should have a completed full submission, including Entry Form, Entry Summary, the Main Submission information and Supporting Materials.

### 100% Online Submissions

All submissions are done online. Follow a few simple steps, outlined below, to upload your complete folder to our Dropbox.

#### Instructions:

- If you don't already have a Dropbox, you can create a free account in Dropbox at [www.dropbox.com](http://www.dropbox.com). This is a file hosting service that allows you to share large files easily, for free.
- When ready to submit your project, you log in to your Dropbox and create a new folder for your awards entry. Each complete entry should have its own folder that is clearly labeled to identify the category, the applicant, and the title of the project.
  - [Category-Number]\_[Entrant-Name]\_[Project-Title]
  - Sample Folder Name: **4\_ABCPublicRelations\_AnnualReport2015**
- If you are submitting one project for multiple categories, or multiple projects, each must have its only complete Folder that follows the naming instructions.
- Place all files relevant to your Entry into the same folder.

- Once the folder is complete, share that submission with the PRSA IMPACT Awards Dropbox by:
  1. Right Click on the folder
  2. Select “Share This Folder”
  3. A new pop up box will appear. In the field “Invite Members to this folder” type [prsaimpact@gmail.com](mailto:prsaimpact@gmail.com)
  4. In the “Add a Message” field type a brief message about your entry.
    - i.e., “Submission 4\_ABCPublicRelations\_AnnualReport2015”
  5. Select “Share Folder.”
  6. Once you have shared the folders for each of your submissions via Dropbox, please send an email to [PRSAImpact@gmail.com](mailto:PRSAImpact@gmail.com) to notify us that you have submitted files. You will receive a reply from us confirming receipt and access to your files in the Dropbox as well as receipt of payment.
  7. Complete the payment for your submissions via the PAYMENT INSTRUCTIONS below.

### Online Payment Instructions

Payment for your entries is also now 100% online. Simply go to the Online Payment page from the IMPACT Awards page of our website. Payment should be made at the time you submit your Entries. Entries will not be submitted for judging unless we have also received payment.

If you are submitting one project in multiple categories, an Entry Fee is required for each submission.

### QUESTIONS?

Let us know! We are happy to help, from tips on how to present your information to help with the digital submission process.

- You can email us at [PRSAImpact@gmail.com](mailto:PRSAImpact@gmail.com) or connect with the IMPACT Awards Chair, Stephanie Stanley, at [stephanie@gordleygroup.com](mailto:stephanie@gordleygroup.com)

**Good luck to all of our 2018 Entrants!**