2023 IMPACT Awards Submissions

The 2023 IMPACT Award Entry Form must be submitted along with a separate Entry Summary, Main Submission Document, and Entry Fee (PayPal Receipt) for each entry. Attach all entry requirements as separate files, and email completed entries to **prsaimpact@gmail.com**.

If submitting one project in multiple categories, a separate entry must be created for each category.

Submission Deadline: Tuesday, July 18, 2023 (11:59pm MST)

Entry Fee (via PayPal):

Member: $45

Non-member: $55

Non-profit: $45

Student: $45

*Please note that the Special Award nominations to honor individual practitioners do not require entry forms or fees, and can be submitted directly via email to **prsaimpact@gmail.com**. Please visit Entry Categories for nomination details.

Entry Requirements

1. Entry Form

Please complete the attached Entry Form.

2. Entry Summary

Please attach your Entry Summary in a separate document. Your Entry Summary should summarize the objective or problem addressed, the project process, and results.
(max. 100 words; PDF or Document files accepted).

3. Main Submission Document

Please attach your Main Submission Document detailing how the submitted project or program addresses the following Four Key Elements of Public Relations (max. 5 pages; PDF or Document files accepted):

1. Research

Identify the PR problem or opportunity your program or project is designed to address. Describe the formal or informal research methodologies utilized and any primary or secondary research conducted.

2. Planning

State the goal of your primary communication with specific, measurable objectives and describe the utilized strategies; identify primary and secondary audiences, listed in order of importance. Include available resources and limitations of budget, time, personnel, and how any limitations were mitigated or overcome.

3. Implementation

Describe the communication tactics used to support the strategic approach and meet the identified objectives. Describe any difficulties or challenges encountered, and how they were overcome.

4. Evaluation

Demonstrate how the program met its defined goals and objectives via quantitative and qualitative measures.

4. Support Materials (optional)

Please attach optional support materials. Support materials are strongly encouraged to illustrate the executed strategies and tactics such as work samples, photos, videos, news clippings, audio files, and PDFs of relevant collateral (max. 10 files, up to 10MB each; PDF, Document, Spreadsheet, Audio, Video, Image, and Presentation files accepted).

5. Entry Fee
Locate your membership category in the list below, and click on the link to submit your entry fee. Then save and attach your PayPal receipt to complete your entry submission (PDF, Document, or Image files accepted).

Member ($45)
Non-member ($55)
Non-profit ($45)
Student ($45)

Entry Categories

Please select your Entry Category from the list below. You will need to identify your category in the Entry Summary and Main Submission Documents.

1. Written Publication
A published piece of writing from a print or digital periodical, magazine, or other news source. The submitted piece can be an op-ed, editorial, column, or feature story.

2. Annual Report
A publication that reports an organization's annual performance.

3. Marketing Campaign or Program (Select appropriate sub-category.)
A program designed to introduce, create brand awareness, enhance recognition, publicize, or promote. Submitted campaigns and programs may be digital, print, or integrated in structure.

3a. General Marketing Communications
A program or suite of communications designed to introduce, publicize, promote, or enhance brand awareness for a company, product, service, or idea.

3b. Government/Public Affairs Communications
A program or suite of communications that describes an organization's position to a government entity or other public audience, or that seeks to influence a policy or governmental decision-making process.

3c. Multicultural Communications
A program or suite of communications strategically targeted toward a specific cultural group.

3d. Internal Communications
A program or suite of communications created to improve internal relations in an organization.

3e. Social Media Communications
A program or suite of communications designed to communicate via social media platforms. Campaigns can include organic posts, influencer strategies and content, and/or social advertising.

4. Creative Collateral or Media Placement (Single deliverable.)
A project or piece of communication consisting of a single, one-time deliverable such as a calendar, poster, bill stuffer, logo design, ad, brochure, or multimedia piece (video, podcast, webinar, etc.).

5. Media Placement
Media relations efforts focused on gaining publicity, enhancing overall awareness, providing education/ professional development, or other media relations work.

6. Public Relations or Communication Program (Select appropriate sub-category.)
A deliverable or series of deliverables designed to affect an organization's overall relations with its publics or key elements of its publics.

6a. News/Media Release or PSA
A news release or PSA that results in placements and/or coverage of your news or event.

6b. Media/Press Kit or Online Newsroom
A pre-packaged set of promotional materials for distribution to members of the media.

6c. Crisis Communication

A planned and/or executed implementation of a communications strategy in response to an organizational crisis.

6d. Community Relations
A community relations or Corporate Social Responsibility program designed to improve relations with publics or organizations in communities where the sponsoring organization has an interest, need, or opportunity.

7. **Special Event or Observance**
A one-time program of limited duration designed to generate awareness with key audiences such as product launches, openings, celebrations, premieres, or other special events.

8. **Branding**
A program or suite of deliverables created to support the launch, refresh, or rebrand of a company or product's brand identity system.

9. **Newsletter**
A publication designed, written, and published periodically to provide timely information to target audiences while supporting an organization's overall communications objectives.

10. **Blog**
An online journal or informational website dedicated to the achievement of a PR or marketing strategy or goal.

11. **Website**
A website designed and developed to communicate and support a brand, company, idea, product, or service.

12. **Student Project**
A project completed for a public relations or marketing course as an undergraduate or graduate student. Projects must represent a fully developed project, such as a press kit, campaign proposal, special event proposal, etc.

Scoring

Entries will be evaluated across the Four Key Elements of Public Relations:

1. Research (10 points)
2. Planning (15 points)
3. Implementation (15 points)
4. Evaluation (10 points)

Entrants are highly encouraged to review the 2023 IMPACT Award Scoring Rubric prior to entry submission. All entries are evaluated by an independent committee from a partner PRSA chapter based elsewhere in the United States.

All entries receiving 40 or more points will receive an IMPACT Award for Excellence, while entries earning 35-39 points will receive an IMPACT Certificate of Excellence. The highest-scoring entry among all submissions will be awarded the coveted Best in Show Award, and will be submitted to the PRSA Western District for further consideration and recognition on the regional level.

2023 IMPACT Entry Form

Submitting Company or Organization

Title of Entry

Name of Primary Entrant

Names of Additional Contributors (optional)

Eligibility:

Do you verify that the majority of the work described in this submission took place within the window from June 2022 through June 2023?

Yes

Please select your entry type:

PRSA Member

Non-member

Non-profit

Student

Contact Name

Contact Email Address

Contact Phone:

Please submit your Entry Form, Entry Summary, Main Submission Document, optional Support Materials, and Entry Fee (PayPal Receipt) to **prsaimpact@gmail.com**.