2012-2013 CALL FOR ENTRIES

Florida Public Relations Association

Capital Chapter

Local Image Awards Competition Rules & Guidelines

Florida Public Relations Association
Local Image Awards Competition Rules and Guidelines

The Image Awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs in Florida and to encourage and promote the development of public relations professionalism in our state.

The Image Awards have become a standard of public relations excellence in the state of Florida. Winners demonstrate the very best examples of innovation, planning and design. The awards competition includes four divisions of categories: Public Relations Programs, Printed Tools of Public Relations, Audio/Visual/Online Tools of Public Relations and Student Projects in Public Relations. To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget.

JUDGING CRITERIA

It is important to remember that the Image Awards program is a public relations competition. As such, it is the public relations aspect of the entry that will receive the greatest scrutiny by the judges. To this end, the judges first read and evaluate the summary accompanying the entry. Seventy percent of the scoring is based on the summary that sets out the reason and need for the development of the public relations program or tool, how it was implemented and the results. The judges then review the support materials for professionalism, innovation and design to score the remaining 30 percent of the entry.

The judging method allows the judges to concentrate on the following criteria required in each summary:

1. Research/Situation Analysis - Summarize the situation and any information gathered (through formal and/or informal research methods) that helped identify the problem or issue, target audiences and develop a strategy for addressing the problem or issue.

2. Objectives - Clearly state the specific, measurable objectives (qualitative and/or quantitative) that this program or tool was designed to achieve.

3. Implementation - Outline the steps used to achieve the stated objectives.

4. Evaluation - Explain how the success of the program or tool was measured. Report how well it achieved its objectives.

5. Budget - Explain the financial outlay required for development, implementation and evaluation of this program or tool. (Reporting staff time agency/corporation/non-profit/government should be expressed in a total dollar amount for the entire number of hours. Hourly rates, salaries or total number of hours are not necessary.) Explain how these expenses relate to the project's success.

AWARDS PRESENTED

Award of Distinction - presented to all entries that meet the standards of excellence set by a panel of judges

Image Award – may be presented to the top-scoring entry in each category if the entry meets predetermined criteria of excellence set by the judges

Judges' Award - presented by judges for an outstanding entry that achieves maximum results while using a minimum amount of money

Grand Image Award - presented to the best Image Award-winning entry in Divisions B, C and D

Grand All Image Award - presented to the best Image Award-winning entry in Division A

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RULES FOR ENTRY

1. Entries must be submitted in the most appropriate division and category.

2. Entries for the same project may not be entered in more than one category in the same year; however, pieces from an entry may be entered into other categories. Entries that win Image Awards may not be re-entered in subsequent years unless there has been substantial change in the entry.

3. Some part of the entry must have taken place between January 1, 2012 and February 15, 2013.

4. Entries must be submitted on 8½" x 11" paper and are limited to one hardcover, stiff-spine, three-ring binder, no larger than three inches thick. Support material such as original art or specialty items that do not fit this format must be photographed for inclusion.

5. An original or photocopied entry form must be the first page of each entry binder.

6. The summary must address each of the following: Research/Situation Analysis; Objectives; Implementation; Evaluation and Budget. The summary cannot exceed two typewritten pages. Summary must be a Word document using Times New Roman font. Type size must be a minimum of ten-point, double-spaced, with a one-inch margin around the summary.

7. The two-page summary should immediately follow the entry form in the binder. Three additional photocopies of the two-page summary must be included in the front pocket of the binder.

8. An organizational overview should immediately follow the two-page summary and briefly list company background and PR staff size to better acquaint the judges with the submitting organization.

9. Materials that support or substantiate information provided in the summary should be included. News clippings, photos, publications and copies of materials used in the implementation of the program/tool are pertinent. Support material larger than 8½" x 11" format must be folded or photocopied in order to fit the notebook. Examples of audio-visual materials and video coverage may be submitted to support any entry in the Public Relations Programs division. These must be submitted on CD or DVD. (Please, no perishables.)

10. A 50-word summary of the entry must be the last page in the entry notebook.

11. Entries in the Audio/Visual/Online Division should be submitted on a CD or DVD, if applicable to entry. All items must be labeled with division and category.

12. Check for entry fee should be attached to a photocopy of the entry form and placed in the front pocket of the folder. For multiple entries, you may attach one check to copies of each entry form and place in front pocket of one of the entries.

13. Include a CD that contains the following:
- Two-page summary in a Word document
- 50-word summary in a Word document
- JPEG or TIF image representing your entry

Label the CD and place in an envelope. Staple the envelope to the 50-word summary on the last page of the entry. Do not place these items in the pocket of the binder as they might fall out during shipping.

Disclaimers:
- The judges reserve the right to reclassify entries if deemed necessary.
- Entries that do not follow all of the Rules for Entry may be disqualified.
- No part of the entry may be submitted after the deadline.
- Fees for disqualified entries will not be refunded.
- The decision of the judges is final.
- All entries must be claimed immediately following the banquet.

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Division A
Public Relations Programs - A public relations program is defined as a broad-based communications endeavor using two or more public relations tools.

1. Community Relations - any program that improves the organization's image in the community through support of charitable or service activities. The program can be limited to specific segments of the community and usually is aimed at improving specific aspects of community life. Basically, this includes community "good neighbor" or community betterment programs.

2. Public Service - any program developed to inform about issues of public concern. These programs often deal with larger issues that require public knowledge and action. Public service programs are usually aimed at educating the public and solving public problems.

3. Institutional - any program that creates a public image for the organization. Typically designed to generate support for and awareness of the organization's mission, values, programs, plans or activities.

4. Public Information - any program developed solely to inform or influence target audiences through use of the news media. This could include news conferences, special tours or informational programs.

5. Crisis Communication - any program developed to handle a disaster or emergency situation. Show potential effects of the problem, as well as plans, materials and budgets allocated to develop, implement and evaluate the effectiveness of the plan.

6. Internal - any program developed to communicate with internal publics such as employees, shareholders, association members, etc.

7. Promotional/Marketing - any program developed to promote, publicize, introduce or create an identity for a specific product, service or idea. These programs are generally developed within a marketing framework and often include a purchase or user acceptance of a specific product or service among their objectives.

8. Public Affairs - any program directed toward government action or activities such as legislative activities, political campaigns, or relations with public bodies or regulatory agencies. In the broadest sense, this category includes everything meant by "lobbying" plus direct political activities.

9. Special Events - any program developed to commemorate a special event, observance or one-time activity. These could include anniversary celebrations, open houses, dedications or parties and receptions.

10. Other - any program that is not included in the above-listed categories.

Division B
Printed Tools of Public Relations - A printed tool is any printed material used for a public relations purpose, either standing alone or as part of a public relations program. It includes written material and specialty items. In the case of regularly produced printed materials, such as newsletters or magazines, one to three issues should be included in the support material.

1. Annual Report - internal and external reports are included in this category.

2. Brochure - any folder or bound publication produced for a single specific purpose.

3. Magazine - any periodical or regular publication, which may include articles of one page in length or longer. Publication is usually 8.5" x 11" and 16 or more pages in length.

4. Newsletter - any regular publication that normally carries brief articles less than one page in length. Publication is typically less than 16 pages.

5. Poster and Calendar - any poster or calendar used to achieve a public relations objective.

6. News Release - any document prepared and released to the media as a news item, article or feature story on behalf of a sponsoring person or organization.

7. Written Speech - the typewritten or printed text of a speech given to achieve a public relations objective.

8. Specialty Item - any gift, premium, novelty or physical token used to convey an impression, make a point, establish an image or achieve a public relations objective. Submit a photograph to represent perishable items.

9. Other - any printed public relations tool that does not fit into the above-listed categories.

Division C

Audio/Visual/Online Tools of Public Relations - This division includes any online, audio or audio/visual presentation or program that serves a public relations objective. Audio, video or electronic presentations should be submitted on a CD or DVD with a copy of the script or storyboard, if available.

1. Audio Presentations - any sound-only program including podcasts, telephone hot lines and other recorded messages, radio programs, public service announcements, and audio news releases.

2. Online Audience Engagement - two-way communication that engages audiences and invite conversation with a program or brand such as blogging or micro blogging through social media platforms including Facebook, Twitter, Google+, etc.

3. Online Promotion - edited, finished-product display tools such as: social media news releases, online media kits, email marketing and e-promotions

4. Online Newsletter - any online newsletter that is produced, published and sent electronically on a regular basis

5. Video - Internal - any video that presents information to an organization's internal audience. Examples include orientation programs, meeting openers, news shows, etc.

6. Video - Public Service/more than one minute - any video more than one minute in length, which is presented to inform or educate an organization's external audiences on all issues of public concern.

7. Video - Public Service/one minute or less - any video less than one minute in length, which is presented to inform or educate an organization's external audiences on an issue of public concern.

8. Video - Institutional - any video used to support the public image of an organization. This tool typically is designed to generate awareness and support of the organization's mission, values, programs, plans or activities.

9. Video - Promotional/Marketing - any video shown to promote, publicize, introduce or create an identity for a specific product, service or idea. These tools generally are developed within a marketing framework and often include a purchase or user acceptance of a specific product or service among their objectives.

10. Video News Release - any video prepared and released to the media as a news item, article or feature story on behalf of a sponsoring organization.

11. Website - any external or internal website created to achieve a public relations objective. Include a hard copy of the first page of the website in the entry notebook.

12. Presentation - any presentation that uses computer technology to combine audio/visual tools to achieve a public relations objective including PowerPoint, online seminar, web conferencing, etc.

13. Other - any audio/visual/online tool that is not included in the above-listed categories.

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Division D

Student Projects in Public Relations - This division is restricted to entries submitted by full- or part-time students enrolled at an accredited Florida university or college. Student projects in public relations include printed material and campaigns created for a public relations purpose, whether assigned for a course or completed outside the classroom. A photocopy of the entrant's valid student ID must be attached to the entry from.

1. Written Speech - the typewritten or printed text of a speech given to achieve a public relations objective or assignment. Entry must include a one-sentence statement of purpose and indicate the intended audience. Limited to 500-750 words.

2. News Releases - any document prepared and released to the media such as a news article or feature story on behalf of a sponsoring person or organization.

3. Public Service Announcement - any spot one minute or less in length designed for video or audio presentation that is presented to inform or educate an organization's external audiences on an issue or event. Script must be included.

4. Position Paper - any written paper designed to inform or influence a targeted audience on a specific topic or issue. Limited to 250-300 words.

5. Public Relations Campaign - any broad-based communications endeavor that uses two or more public relations tools. Campaigns can improve or create an organization's image, inform the public on issues of concern, handle disaster situations or communicate with internal audiences. Entry should include statement of purpose and audiences.

6. Computer-Generated Communication - any audio, video or other electronic tool used to achieve a public relations objective. Can include email, website, PowerPoint, etc.

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ENTRY CHECKLIST

❏ Division and category are noted.

❏ Rule #2 for entering project has been adhered to.

❏ Some part of entry took place between January 1, 2012 and February 15, 2013.

❏ Entry is contained in a hardcover, stiff-spine, three-ring binder no larger than three inches.

❏ Original or photocopied entry form is first page of entry.

❏ Two-Page Summary is a Word document no longer than two pages and is double-spaced with a one-inch margin around each page. Font used in Summary is Times New Roman, minimum type size 10 pt.

❏ Two-Page Summary has been placed in binder immediately following Entry Form. Three copies of the two-page summary are included, in addition to the original.

❏ Brief organizational overview immediately follows the two-page summary.

❏ All support materials and A/V and electronic requirements are met. Materials which may be removed from the notebook for closer inspection are labeled with proper identification, division and category.

❏ 50-word summary is included.

❏ If this is an entry in the Audio-Visual Division, items are submitted on a CD or DVD labeled with division and category and files are labeled with division and category.

❏ Check and duplicates of each entry form are attached. Name(s) to be used on award are specified and properly spelled.

❏ CD containing two-page summary, 50-word summary and digital image is labeled, placed in an envelope and attached to the 50-word summary.

ENTRY FEES

Entry Fees: Division A, B or C
>   FPRA Member - $40 each
>   Non-member - $50 each
>   Student FPRA Member - $10 each
>   Student Non-member - $15 each

Entry Fees: Division D (Students Only)
>   Student FPRA Member: $10 each
>   Student Non-member: $15 each
>   **(NOTE: Students are eligible to enter the Image Award Competition in Divisions A, B or C.)**

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ENTRY FORM

This entry form, or a photocopy, must be the first page of each entry. An additional copy for each entry should accompany the entry fee check and should be attached to one of the entries. For multiple entries, one check may be submitted but it must be attached to a complete set of entry forms covering all of the entries. Checks should be made payable to the Florida Public Relations Association. (Please submit in an envelope marked FPRA.)

Entry and fees must arrive at:

Ron Sachs Communications
114 S. Duval Street
Tallahassee, FL 32301
No later than Friday, February 15, 2013 at 5:00 PM

Entry Title: _____

Division (Check one): A ☐ B ☐ C ☐ D ☐

Category (Check one): 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐

Person Submitting Entry: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ E-Mail: _____

FPRA Member: Yes ☐ No ☐   FPRA Student Member: Yes ☐ No ☐

FPRA Chapter: _____

Entries Submitted (Division A, B, or C): _____ @ $_____ each = $_____

Entries Submitted (Division D): _____ @ $_____ each = $_____

Total Amount Submitted: $_____

Names to be used on awards (maximum of 3 names; one award will be presented per winning entry):

_____

_____

_____

Should anyone else be notified of this winning entry?

Name: _____ Phone: _____ E-Mail: _____