PRSA Nebraska
Paper Anvil Awards
2019 Call for Entries

PRSA Nebraska's Paper Anvil Awards program is an annual competition that recognizes projects and programs demonstrating excellence in the public relations profession. The awards competition is open to all communications practitioners who reside in Nebraska. A significant portion of the work in all entries must have been implemented after Oct. 1, 2018.

This year, all entries will be uploaded and judged via our online platform, OpenWater. We will only be accepting online award entries. **No printed submissions will be accepted.** The URL for entry submissions is https://prsa-nebraska.secure-platform.com/a.

The Paper Anvil Awards program is mirrored after the PRSA National Silver and Bronze Anvil Programs. Simply put, practitioners entering programs and projects for Silver or Bronze Anvil consideration may also submit copies of the same materials to PRSA Nebraska's Paper Anvil Awards.

There are 27 categories for award entries, providing ample opportunity to submit your best work.

Entry Instructions
- Entries that exceed specified size, length or format parameters will not be considered.
- Information requested on the official entry form must be submitted with each entry.
- All digital materials submitted become the property of PRSA Nebraska.

Entry Eligibility
- Each Paper Anvil Awards category is open to all communications practitioners who reside in Nebraska.
- It is not necessary to be a PRSA member in order to submit for an award.
- A significant portion of the work must have been conducted after Oct. 1, 2018.
- The same material may be submitted in more than one category -- but separate entry forms, fees and supplemental materials are required.

Entry Fees and Information
- Each entry submitted for judging requires a separate entry fee.
- Only PRSA Nebraska members *in good standing* qualify for the member rate. The member's name must appear on entries submitted at the member rate. To receive the member rate, the PRSA Nebraska member must have contributed substantially to the program or project.
- Fees will not be refunded for entries that qualify for the member rate but were entered at the non-member rate.

Entry Deadlines
- Payment, entries and all supplemental materials must be received by 11:59 p.m. on the day of the deadline.
- Early bird deadline is **Sunday, Sept. 29, 11:59 p.m. CST**
    - Early deadline fees: $75 for PRSA Nebraska members, $90 for non-members, $20 for students.
- The regular deadline is **Friday, Nov. 1, 11:59 p.m. CST**
    - Regular deadline fees: $85 for PRSA Nebraska members, $100 for non-members, $30 for students.
- The late deadline is **Friday, Nov. 8, 11:59 p.m. CST**
    - Regular deadline fees: $105 for PRSA Nebraska members, $120 for non-members, $50 for students.
- No entries will be accepted after 11:59 p.m. CST on **Friday, Nov. 8.**

Judging

Entries will be evaluated by a panel of judges made up of PRSA members from the PRSA Hawaii Chapter. In the event that a judge has a close affiliation with a particular entrant or entry, that judge will abstain from evaluating that category. Awards may not be given in a particular category if judges determine that entries do not qualify for excellence recognition. Judges may assign an entry to another category if they deem it more appropriate. Judges' decisions are final.

Award Notification

Finalists will be notified by email prior to the awards gala registration deadline. All finalists will have won either an Award of Excellence, Award of Merit, and/or Best of Show but the actual results will not be announced until the awards gala.

Submission and Payment

All entries must be submitted and paid for by 11:59 p.m. on the day of the deadline. An email confirmation of payment will be sent to the email address provided. **All entries MUST be submitted online. No printed submissions will be accepted.**

Your entry will NOT be judged if payment is not received by November 8, 2019.

In this document, you will find:
Entry definitions
Individual award categories and entry guidelines
Program award categories
Project award categories
Requirements and Guidelines
Quick guide to entries

Have questions? Please contact:

Laramy Pieper, Paper Anvil Awards Chair
laramy@planitomaha.com

DEFINITIONS USED IN CATEGORIES

Use the following definitions to help you decide the most appropriate category and subcategory based on your program's objectives and audiences.

Business-Products and Business-Services
These subcategories include all profit-making entities. A company that derives half or more of its sales from manufacturing products should enter under "Products." A company that derives half or more of its revenues by providing services (such as banks, utilities, retailers and transportation companies) should enter under "Services."

Government
This subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

Association
This subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

Nonprofit
This subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories. It is not intended for organizations that may have nonprofit status but are clearly business organizations. Programs receiving funding or support from private or government organizations should be entered in those subcategories or "Partnerships."

Partnerships
This subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.

Packaged Goods
This subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries and cosmetics.

Non-Packaged Goods
This subcategory refers to consumer products, such as clothing, appliances and furniture.

CHAPTER SERVICE AWARDS

PRSA Nebraska recognizes the efforts of its members through five Chapter Awards. PRSA members may nominate deserving recipients in each of the categories. Recipients will be honored at the PRSA Nebraska Paper Anvil Gala & Awards ceremony on January 22, 2020.

Professional of the Year

Presented to an individual who represents the best in public relations in 2018-2019. Is there one individual whose contributions to the program — or to the profession — stand out as an outstanding example of the management function that establishes mutually beneficial relationships between an organization and the public on whom its success or failure depends? Don't miss this opportunity to nominate worthy candidates for one of our chapter's most prestigious awards.

Special Achievement in Public Relations

Presented to a member, regardless of years in the field, for an outstanding singular achievement or for the outstanding representation of the profession through his or her job.

Nebraska Chapter Service Award

This award recognizes a chapter member who, through his or her service to the organization, has provided leadership, exceeded the expectations of his or her responsibility, or in some significant way, assisted in strengthening the chapter during the year.

Community Service Award

This award recognizes an organization or business that has made significant contributions to the common good of the community through participation in important activities, elevating the professional practice of public relations.

Newcomer of the Year

Presented to an individual who has been a member of PRSA for one to three years and had made a significant contribution to PRSA Nebraska through leadership and/or committee membership. This person should have demonstrated a significant contribution to the public relations profession. Letters of recommendation should accompany this nomination.

Media Partner of the Year

This award recognizes a Media professional in Nebraska who has made a significant effort to foster connection and community in his or her market. This includes but is not limited to a focus on truth, accuracy, and fair representation. Nominees do not need to be PRSA Nebraska members in order to be considered.

Entry Guidelines

To submit a nomination please send a copy of the below completed form, a letter of recommendation explaining why the named person should be recognized, and submit to Laramy Pieper, Paper Anvil Awards Chair, via email at: laramy@planitomaha.com no later than 11:59 p.m. **Friday, November 8, 2019**. All entries should clearly specify the individual award for which they are submitting the nominee.

Nominee: Award Category:

Title: Company:

Address: City, State, Zip:

Person Submitting Entry:

Title: Company:

Address: City, State, Zip:

Telephone: Email:

PROGRAM AWARD CATEGORIES

(Correlates to the PRSA Silver Anvil Awards)
A program is characterized by a broad range of separate yet consistent and related elements implemented over a period of time.

1. **Community Relations**
   Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations. (Campaigns designed to promote products should be entered in Marketing Consumer Products or Services.)

2. **Reputation/Brand Management**
   Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence (campaigns designed to launch or promote a specific product or service's launch or sales/marketing effort should not be entered in this category. Instead, refer to Category Marketing Consumer Products, Marketing Consumer Services, or Marketing Business to Business).

3. **Events and Observances**
   Includes programs or events such as commemorations, observances, openings, celebrations or other special activities. These events or observances may be as short as one day or as long as one year.

4. **Public Service**
   Includes programs that advance public understanding of societal issues, problems or concerns. (Similar programs conducted principally to enhance an organization's standing, or to otherwise serve its interests directly, will fall under Category Reputation & Brand Management.)

5. **Public Affairs**
   Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

6. **Marketing Consumer Products**
   Includes programs designed to introduce new products or promote existing products to a consumer audience.

7. **Marketing Consumer Services**
   Includes programs designed to introduce new services or promote existing services to a consumer audience.

8. **Marketing Business to Business**
   Includes programs designed to introduce new products or promote existing products or services to a business audience.

9. **Global Communications/Multicultural Public Relations**
   Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, which demonstrates effective global communications implemented in more than one country or specifically targeted to a cultural group.

10. **Crisis & Issues Management**
    Includes programs undertaken to deal with an unplanned event that required an immediate response and programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

11. Internal Communications
Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

12. Investor Relations
Includes programs directed to shareholders, other investors and the investment community.

13. Integrated Communications
Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

14. Student Awards
Student entries will be compared to that of their peers; however, the work will be judged on the same criteria as the professional entries.

        14A. Outstanding PRSSA Chapter Project
        14B. Outstanding Classroom Campaign
        14C. Outstanding Relationship - Building Project
        14D. Outstanding Media Relations Campaign for a Nonprofit
        14E. Outstanding Campus Event
        14F. Outstanding Community or Nonprofit Event
        14G. Outstanding Newsletter
        14H. Outstanding Media Kit
        14I. Outstanding Social Media or Electronic Media Outreach Campaign
        14J. Outstanding Branding Campaign
        14K. Outstanding Strategy to Address a Problem
        14L. Outstanding Professional Development (includes PR internship. Student entries will be compared to that of their peers; however, the work will be judged on the same criteria as the professional entries.)
        14M. Outstanding Video

15. Media/Press Kits
News releases, fact sheets, photographs, photos and other relevant information compiled for an organization, product, service, issue or event. (i.e. PDF, a website or other interactive media.) Provide website URL or a copy of the media kit as a PDF.

16. Editorials/Op-Ed Columns
Opinion articles written as editorials, guest columns or letters to the editor. Submit text of article and documentation of publication.

17. Blogs
Web-based journals, or blogs, that engage key stakeholders and/or communicated either a corporate, public service or industry position. Include screen grabs of the blog being entered, as well as the actual site URL.

18. Websites
Use of a website as part of a public relations program. Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL for external sites.

19. Webcast / Webinar
Use of the Web to communicate information via seminar, live press conference, etc. Provide a copy of the Webcast/Webinar.

20. **Word-of-Mouth Marketing**
Tactics that get key audiences talking or provide an avenue for conversation through the use of different techniques such as viral marketing, sampling programs, loyalty programs, etc. Provide a brief description of overall program.

21. **Social Media**
Use of social media, including Facebook, Twitter, Foursquare, Google +, YouTube, etc. as part of a public relations program. Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL for external sites.

22. **Smartphone / Tablet Applications**
Use of smartphone applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.

23. **Video**
Created for internal or external use to publicize products, services or issues, shape public opinion or promote awareness. Can also include video news release. Include a link to your video.

24. **Publications**
Publications ranging from an electronic newsletter or magazine designed, written and published periodically to provide brief and timely information or more in-depth reports to internal or external audiences while supporting an organization's overall objectives. Include three consecutive issues. Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Include one copy saved as PDF (if possible).

25. **Annual Reports**
Publications that report on an organization's annual performance. Include one copy saved as a PDF.

26. **Print Promotion**
Print promotions that are designs to inform a target audience about an organization, product, service, or issue. Include one copy saved as PDF. To include brochures, posters, and direct mail/direct response.

27. **Special Projects**
Other common public relations tactics that are not otherwise listed, including public service announcements, press conferences, speeches, satellite media tours, etc.

BEST OF SHOW PRSA NEBRASKA PAPER ANVIL AWARDS

Best of Show PRSA Nebraska Anvil Awards will be selected from the Professional and Student award winners. The Best of Show Anvil winners represent the pinnacle of excellence in public relations programming and demonstrates public relations' strategic value and ability to drive critical business outcomes. Please find the Service Awards document at prsanebraska.org under "Awards Gala."

REQUIREMENTS AND HOW TO PREPARE YOUR PAPER ANVIL AWARD ENTRIES

Requirements for <u>ALL</u> Entries:

- **Entries must be uploaded to OpenWater in PDF format**. Program entries should have no more than 200 pages in the document. Project entries should have no more than 100 pages in the document. URL to online entry system is https://prsa-nebraska.secure-platform.com/a
- Upload the document using the following file label: Category Number_ Organization.
- Multimedia files including photos, video (less than five minutes) or audio should be uploaded separately.
- The one- or two-page summary should be the next page(s) of the document after the cover page. The one- or two-page summary should be free of logos, drawings or other artwork. Entries will be penalized if the files exceed the page limit or have any ornamentation.
- Pages should be no larger than 8 1/2 x 11 inches.
- Supporting or optional materials should be uploaded separately from the one or two-page summary.
- Any collateral such as press kits, direct mail pieces, etc. can be uploaded in the supporting or optional materials section.
- A 75-word summary of the entry (for use at gala if selected for honors). This will be submitted in the online entry portal.

Tips on How to Prepare Your One to Two-page Summary

The summary is perhaps the single most important component of the Paper Anvil Award entry. Judges will evaluate the program on the merit of four criteria: research, planning, execution and evaluation. The one to two-page summary must be typed using no smaller than a 10-point typeface and one-inch margins. Use the following questions to help you prepare a strong entry.

Research
- How did you determine the necessary research? (Primary, secondary or both)
- Was the research in response to a situation or further opportunities?
- How was the research relevant in shaping the planning process?
- Did the research help define or refine audiences of the situation?

Planning
- What were your measurable objectives?
- How were the objectives appropriate based on the situation or identified opportunities?
- How did the plan correlate with your research findings?
- How was your budget used effectively? (If applicable.)
- Who was the target audience? (Primary and secondary)

Execution
- What were your tactics?
- How were your tactics implemented?
- How appropriate were the tactics to achieving objectives, executing strategy?
- How did you integrate the tools with one another?
- How did your supplemental materials reflect the objectives?

Evaluation
- What were your results? How did you track and measure your results?
- How Did the results compare to the measurable objectives identified in the planning section?
- How do the results reflect original strategy and planning?
- What did you learn through evaluation? How would you refine the program?

Quick Guide to Paper Anvil Award Entries

Judging criteria	Judging is based on: 1. Research, 2. Planning, 3. Execution, and 4. Evaluation Paper Anvil Awards recognize complete programs, incorporating sound research, planning, execution and evaluation. These four criteria are what judges will use to evaluate a program entry.
Cover page	Each entry should include a cover page. Use the following template when creating your cover page.
Summary page	A concise summary no longer than two typewritten pages must accompany each entry. The summary page should address each of the four criteria listed above. Each of these four criteria must be supported with more detailed information with your entry. The summary page should be typed using no smaller than 10-point font and one-inch margins. Do not include hyperlinked text in the body of the summary page.
Supporting materials	Entries should include relevant supporting materials referred to in the two-page summary. For example, if you refer to a public relations planning document, a copy of the plan should be included in the document. Other examples of supporting materials include press clippings, reports, letters, pictures and samples of tactical materials. All referenced supporting materials should be included in the document; however, keep in mind that quality is more important than quantity. For example, only include emails or meeting notes if they contain relevant information that judges need to evaluate the planning and successful execution of the program. Also, there is no need to include duplicate press clippings when a representative sample and summary of coverage will suffice.
Online entry requirements	Program entries must be uploaded as one document, preferably in PDF format. Program entries should have no more than 200 pages in the document. Upload the document using the following file label: Category Number_ Organization. Entries should include: ● Cover Page ● Two-page Summary ● Entry document with supporting materials Multimedia files including photos, video (less than five minutes) or audio may be uploaded separately.
Additional materials	Video (no longer than five minutes) or other multimedia files may be uploaded to accompany your entry. Collateral pieces such as press kits, direct mail pieces, etc. A 200-word summary is required for each entry (for use at gala if selected for honors). This will be submitted in the online entry portal.

OFFICIAL PAPER ANVIL AWARDS COVER SHEET

(Please fill out and submit with your entry supporting documentation.)

Category Name	
Entry Title	
Entry Client/Company	
Submitting Organization	
100 Word Summary of Entry (May be used if selected for honors)	