

2020

QUEEN CITY PR AWARDS



Atrium Health

CALL FOR ENTRIES



OVERVIEW

The Queen City PR (QCPR) Awards recognize the excellent work of Charlotte-area public relations practitioners and organizations. Winning entries receive the Crown award, the highest public relations professional honor in our region. QCPR also recognizes community individuals with its annual Infinity Award, Pegasus Award, New Pros Award, and new for this year, Mosaic Award. This newest award recognizes an individual who has championed the cause of diversity and inclusion.

Due to COVID-19 and other unusual circumstances, several changes have been made to this year's Queen City PR Awards. There will be no awards ceremony, but winners will be recognized. Entry fees have been reduced from previous years, and a PRSA membership scholarship has been founded.

The QCPR Crown awards honor strategic PR campaigns in:

- Integrated Communications
- Community Relations
- Crisis Communications
- Organizational Relations/Internal Communications
- Shoestring Budget Campaign
- Video
- Digital/Social Media
- Brand Journalism
- Print
- Multicultural/Diversity and Inclusion
- Influencer/Blogger Relations
- Events/Observances
- Media Relations

Please note that each award category is divided into three subcategories:

1. Business – Products/Services
2. Government/Associations/Nonprofit Organizations
3. Solo Practitioner

The QCPR Crowns are modeled on PRSA's Silver Anvil and Bronze Anvil Awards so entries can be easily adapted for submission in PRSA's national awards program the following year.

INDIVIDUAL AWARDS

Pegasus Award: Given to an individual outside of the public relations profession who demonstrates superior knowledge and use of public relations for the betterment of our community.

Infinity Award: Given to a public relations professional whose character, career and service represent the highest standards and who excels in the practice and/or has accomplished an outstanding one-time achievement.

Mosaic Award: Given to a public relations professional who greatly and consistently champions the diversity and inclusion cause through work in the PR sector.

New Pros Award: Given to a new public relations professional and member who exemplifies strong professional capabilities, leadership qualities, service to the public relations community and a respected character. PRSA members with a maximum of seven years of professional public relations experience qualify for this honor.

CROWN AWARDS

JUDGING

PRSA Charlotte is partnering with the New Mexico chapter of PRSA to judge our 2020 campaign entries. PRSA Charlotte board of directors will select the recipient of this year's Pegasus Award, New Pros Award, and Mosaic Award, and past Infinity Award winners will select the recipient of the Infinity Award. When judging is complete and winners have been selected, finalists and individual award recipients will be notified.

ENTRY REQUIREMENTS

Public relations and communications professionals from across the Charlotte region are encouraged to submit work completed from August 1, 2019 through July 31, 2020, that demonstrates outstanding skill, creativity and resourcefulness.

The awards are open to corporate communications and marketing communications teams, public relations agencies, public affairs firms, investor relations agencies, publicists, nonprofits, PR educational professionals, government PR teams and solo practitioners based in the Charlotte Designated Market Area (DMA).

Additionally, entries will only be accepted for campaigns designed for execution in the Charlotte DMA.

ELIGIBILITY

At least some part of the campaign must have occurred from August 1, 2019 through July 31, 2020. Programs tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.

ENTRY FEES AND DEADLINES

Call for entries opens June 1, 2020, and closes August 14, 2020, at 5 p.m. EST. Entries received by July 24, at 5 p.m. EST, will receive the Early Bird rate. All entry fees are below:

PRSA Charlotte Member (Early Bird): \$100 for first entry; \$75 for additional entries

PRSA Charlotte Member (from July 25-August 14): \$150 for first entry; \$125 for additional entries

Nonmember (Early Bird): \$150 for first entry; \$125 for additional entries

Nonmember (from July 25-August 14): \$200 for first entry; \$175 for additional entries

ENTRY FORMAT

Only electronic submissions will be accepted. The following items are required and should be included in your entry:

Basic Entry Info Form: Entrants must select the category being entered, the title of the entry, name of the organization/client, name of the agency (if any) and a 100-word description of the program. The 100-word overview about your program that will be used to describe your entry in the event program and online, should it be chosen for a Queen City PR Award.

Two-Page Summary: A concise summary no longer than two pages must be uploaded as a PDF. Each of the four criteria – research, planning, execution/implementation and evaluation – must be addressed. The two-page summary should be typed using no smaller than 10-point typeface and one-inch margins. For more information on how to prepare the two-page summary, see the next section.

Supporting Materials: Entrants will be instructed to upload PDFs (no more than 100 pages each) of any detailed supporting materials referenced in the research, planning, execution/implementation and evaluation section of your two-page summary. Pages should be no larger than 8.5 x 11 inches within a minimum of 10-point typeface and one-inch margins. Links to videos, etc. are also accepted.

PLEASE NOTE: Entries will be submitted via an online platform. You can access the submission link from the PRSA Charlotte and QCPR web page. After submitting this form online, you will be prompted to process payment for the awards submission. If you are entering multiple campaigns, please submit one form per campaign entry BEFORE processing payment. Payment for all campaigns should be processed after all entries have been submitted. This is the only way to receive the multiple entry discount.

PREPARING YOUR ENTRY

Two-Page Summary

The two-page summary is the single-most important component of the Queen City PR Awards entry. Judges evaluate the program on the merit of the four criteria – research, planning, execution/implementation and evaluation – that you share in your two-page summary. Please begin your entry by providing a brief situation analysis about your program.

To view examples of past PRSA Silver Anvil-winning case studies, please visit <http://www.prsa.org/Awards/SilverAnvil/Search>. As a reminder, PRSA Charlotte's Queen City PR Awards program is modeled after PRSA's Silver Anvil Awards (<http://www.prsa.org/awards/silveranvil>).

Use the following questions to guide your entry and writing of your two-page summary:

Research

What prompted the research?

Was it in response to an existing problem or to examine a potential program?

What type of research did you use – primary, secondary or both? Primary research involves original research including focus groups, interviews and surveys. Secondary research involves searching existing resources for information or data related to a particular need, strategy or goal including, but not limited to, online computer database search, web-based research, library searches, media analysis and industry reports.

How was the research relevant to shaping the planning process?

How did the research help define or redefine the audience(s) or the situation?



Planning

How did the plan correlate to the research findings?
What was the plan, in general terms?
What were the specific, measurable objectives of the plan?
Who were the target audiences?
What was the overall strategy used?
What was your budget?

Execution/Implementation

How was the plan executed, and what was the outcome?
How did the activities flow in general terms?
What were the key tactics?
Were there any difficulties encountered? If so, how were they handled?
Were other organizations involved?
Were nontraditional public relations tactics used, such as advertising?
(Unless you are entering this program under "Integrated Communications," advertising costs should not exceed one-third of the budget.)

Evaluation

What methods of evaluation were used?
What were your results?
How did the results compare to the specific, measurable objectives you identified in the planning section?
How well do the results reflect original strategy and planning?

CAMPAIGN SUBCATEGORY DEFINITIONS

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

Business-Products and Business-Services: These subcategories include all profit-making entities.

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.

Government/Associations/Nonprofit Organizations: This subcategory includes government, trade and industry groups, professional societies, chambers of commerce and similar organizations, 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 a nonprofit status but are clearly business organizations.

Solo Practitioner: This subcategory is specifically intended for individual practitioners who run their own businesses and engage directly with clients — non-profit and commercial — across industries. The work must have been done primarily by the solo practitioner. Engagement with up to two contractors is allowed.

CAMPAIGN AWARD CATEGORIES/SUBCATEGORIES

1. Integrated Communications: A program that employs the creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications. It should demonstrate the integration of strategies, budget and measurement of return on investment of the communications to any stakeholder group, including employees, consumers and shareholders. (Can include reputation/brand management/events/public affairs/product marketing, etc.)

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

2. Community Relations: Programs that seek to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. This also includes investor relations and events/observances such as commemorations, openings, anniversaries, celebrations or other special activities.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

3. Crisis Communications: Strategy undertaken to deal with a sudden event that has had or may have an extraordinary impact.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

4. Organizational Relations/Internal Communications: Programs affecting an organization's stature, reputation or relations with its internal or external publics including employees, members, affiliates, franchisees, customers, clients, etc.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

5. Shoestring Budget Campaign: Programs or projects which could fall into any of the other campaigns categories which were completed with a budget of \$0-\$5,000, or pro bono.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

6. Video: Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited video and one of any sound bites. This category also includes video programs either directed primarily at external audiences or targeted toward internal audiences such as employees, members, etc.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

7. **Digital/Social Media:** This category includes blogs, websites, social media, and influencer campaigns.

- Blog (Web-based journals, or blogs, that communicated either a corporate, public service or industry position.)
- Websites (Use of a website as part of a public relations program)
- Social Media (Use of social media, including Facebook, Twitter, LinkedIn, Google+, Pinterest, etc. as part of a public relations program.)
- Influencer campaigns (campaign that focused on working with social media influencers, bloggers, etc.)

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

8. **Brand Journalism:** A campaign that uses a combination of video, digital/social and content strategy as part of a public relations program (no marketing or advertising tactics). Must contain all three components.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

9. **Print:** This category includes brochures, newsletters and advertorials.

- Brochures (Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue.)
- Newsletters (Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization’s overall objectives.)
- Advertorials (Paid advertising written as editorial matter to gain support for a product, issue, program or organization)

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

10. **Multicultural/Diversity and Inclusion:** This category recognizes any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

11. **Influencer/Blogger Relations:** This category acknowledges superior accomplishments in influencer and/or blogger strategies in the PR sector.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

12. **Events/Observances:** This category recognizes campaigns that demonstrate outstanding PR efforts and/or results in promoting events, such as openings, commemorations, etc.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

13. **Media Relations:** This category recognizes excellence in media relations, including press releases, media advisories and pitches.

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations
- C. Solo Practitioner

INFINITY AWARD

Established in 1975, the Infinity Award honors a public relations professional whose character, career and service represent the highest standards and who excels in the practice of public relations and/or has accomplished an outstanding one-time achievement.

CRITERIA AND ELIGIBILITY

Nominees for this award should be individuals who have dedicated their careers to the practice of public relations, have achieved substantial success in their professional work, and represent the highest standards of ethical conduct in the practice of public relations.

Nominees should also have demonstrated their commitment to the profession through service to PRSA Charlotte or PRSA, or by lending their professional expertise to mentor individuals or assist community organizations.

NOMINATION PROCEDURE

Nominations from PRSA members and non-members are welcome. Nominations for a supervisor, employer or client are prohibited. Please include as much information as possible to assist the awards panel in its selection process.

Nominations for the 2020 Infinity Award recipient are now open and will close August 14, 2020. There is no fee to submit a nomination for the chapter's individual awards.

PEGASUS AWARD

Since 1992, PRSA Charlotte has given the Pegasus Award to an individual outside of the public relations profession who demonstrated superior knowledge and use of public relations for the betterment of the community.

ELIGIBILITY

A nominee for the award must be a leader of a corporation, business or an educational, medical, cultural, civic or charitable organization (public or private, profit or non profit) located in the Charlotte community or surrounding region. Public relations practitioners, working members of the news media and other individuals who are paid for media appearances, writing and other PR/communications services are not eligible for nomination.

CRITERIA

The nominee must be a respected leader who has made significant contributions to the betterment of the community, enhancing its reputation and prestige through the effective use of exceptional communication and public relations practices. For example, the nominee should be someone who, through good communication practices, has helped his or her organization develop effective relationships with many different audiences or publics, such as employees, members, customers, local communities, shareholders, and other institutions that, in turn, has made a difference in the community.

Under "qualifications" section of online entry form, describe the nominee's achievements and how they have improved the community. Cite examples of how PR and communications principles helped make the achievements possible.

NOMINATION PROCEDURE

Anyone, PRSA members and non-members, can submit award nominations. Charlotte-area public relations practitioners, news media representatives, and business, civic, educational and cultural leaders are invited to make nominations. Public relations practitioners **MAY NOT** nominate their employers or clients.

Nominations for the 2020 Infinity Award recipient are now open and will close August 14, 2020. There is no fee to submit a nomination for the chapter's individual awards.

NEW PROS AWARD

The PRSA Charlotte New Professional Award began in 2007 to honor a member who exemplifies strong professional capabilities, leadership qualities, service to the public relations community and a respected character. PRSA members with a maximum of five years of professional public relations experience qualify for this honor. The award honoree is at the discretion of the PRSA Charlotte board of directors and may not be awarded each year.

CRITERIA AND ELIGIBILITY

The New Pros Award recognizes a younger member of PRSA Charlotte with five or fewer years of experience as a public relations professional. The nomination should address what qualifies the individual as a promising young practitioner with a bright future in public relations. What makes him or her stand out from their peers? What responsibilities does this nominee hold for his or her job? What has he or she accomplished early in their career? Nominees must be a member in good standing of PRSA and PRSA Charlotte. Membership status will be confirmed before the nomination is forwarded to the judges.

NOMINATION PROCEDURE

Nominations from PRSA members and non-members are welcome.

Nominations for the 2020 New Pros Award recipient are now open and will close August 14, 2020. There is no fee to submit a nomination for the chapter's individual awards.

MOSAIC AWARD

For the first time, PRSA Charlotte will give the Mosaic Award to an individual outside of the Public Relations industry who has used public relations to celebrate and advance the high ideals of diversity and inclusion.

CRITERIA AND ELIGIBILITY

The nominee should be a respected leader in the Charlotte community who has given of his/her time to make a significant contribution to advance diversity and inclusion. Through good communications practices, the nominee will have demonstrated how he/she has focused on diversity and inclusion efforts that uplift the communities where we live, increase understanding among our residents to form stronger relationships and make our community a better place for everyone to live.

Public relations practitioners, working members of the news media and other individuals who are paid for media appearances, writing and other PR/communications services are not eligible for nomination.

NOMINATION PROCEDURE

Nominations for the 2020 Mosaic Award are now open and will close August 14, 2020. There is no fee to submit a nomination for the chapter's individual awards.

A nomination of no more than two pages should contain the following elements:

- The issue addressed
- Strategic approach
- Execution
- Results

The nomination should also include a one-page bio of the nominee.

STUDENT AWARDS

This year we will honor one student-run public relations campaign that demonstrates outstanding skill, creativity and resourcefulness.

ELIGIBILITY

At least some part of the campaign must have occurred from August 1, 2019 through July 31, 2020. Programs tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.

CRITERIA

Entrants can choose from any Crown award category and must follow the same criteria (see pages 4-7).

NOMINATION PROCEDURE

Student nominations from all Charlotte-area colleges and universities are welcome. The call for entries are now open and will close August 14, 2020. There is no fee to submit a nomination for the student awards category.

PRSA CHARLOTTE MEMBERSHIP SCHOLARSHIP

The coronavirus crisis has had a profound economic impact on our community, including our profession. Many have lost their jobs or been furloughed, and new grads are having a tough time breaking into our industry. At no time are the networking, professional development and other member benefits of PRSA more valuable. So a portion of the proceeds from this year's QCPR Awards will be used to fund a scholarship for one year's membership to PRSA Charlotte. Anyone who has experienced economic hardship due to COVID-19 can apply for the award, which will include both national and chapter dues as well as attendance to all paid chapter events for a full year.

The winner will be announced by August 31, 2020, with member benefits effective September 1, 2020, through August 31, 2021.