



PRSA Charlotte: 2018 QCPR Crown Awards

The Queen City PR Crown Awards are the Charlotte region's highest honor of public relations activities. It is awarded to practitioners who, in the judgment of other public relations professionals, have successfully researched, planned, implemented and evaluated communication campaigns with exemplary professional skill, creativity and resourcefulness. Award entry deadline: August 31, 2018.

The Queen City PR Awards will honor strategic PR campaigns in:

- Integrated Communications
- Community Relations
- Crisis Communications
- Organizational Relations/Internal Communications
- Shoestring Budget Campaign
- Video
- Digital/Social Media
- Print
- Student-run

Please note that our award categories are divided into three subcategories:

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

Campaigns: Who Can Enter & How to Email Your Entry

Public relations and communications professionals from across the Charlotte region are encouraged to submit work that was completed anytime from August 1, 2017 – July 31, 2018. Entries should demonstrate 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 be accepted for campaigns designed for execution in the Charlotte DMA. Only college students or classes are eligible for the student category.

How to email your awards entry:

1. Include in the subject line the following: award category, business or non-profit, company name and campaign name
2. In the body of the email, include the following in plain text:
 - a. The same information as in the subject line -- award category, business or non-profit, company name and campaign name
 - b. The 100-word summary
 - c. The number of and names of each attachment
 - d. The correct wording for your award in the event that you are a winner
3. When attachments are too large, please send supporting documents in a zip file. No links, please.

PLEASE NOTE: After submitting this form, please [process payment here](#) 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.

Award winners will be recognized at the Queen City PR Awards annual event on October 24, 2018.

Please submit your entry to qcpreentry@prsacharlotte.org.

For questions regarding submissions, please contact Amy George

(amygeorge@bygeorgecomms.com) or Ashley Brown (ashley.brown@atriumhealth.org).

- **Company Information***

Basic information for entrant

- Submitter's Name: _____First _____Last
- Organization: _____
- Title of Campaign: _____
- If work was done for a client, list client name: _____
- Phone Number: _____
- E-mail: _____

- **Campaign Information**

Please enter information pertaining to your campaign submission

Category for submission *

- Integrated Communications
- Community Relations
- Crisis Communications
- Organizational Relations/Internal Communications
- Shoestring Budget Campaign
- Video
- Digital/Social Media
- Print
- Student-run

Subcategory for submission *

- Business - Products/Services
- Government/Associations/Nonprofit Organizations

Solo Practitioner

Short Overview: 100–word overview about your program.*

Please attach the following to your entry:

- Two–Page Summary* (10MB Max, PDF Only)
- Supporting Materials* (10MB Max, PDF Only)
- Supporting Materials Links (Dropbox, YouTube, etc.)

Next Steps/Payment Info

After submitting this form via email to gcpreentry@prsacharlotte.org, along with your supporting materials, please [pay here](#). If you are entering multiple campaigns, please submit one form per campaign entry. Payment for all campaigns should be processed after all entries have been submitted. *Mandatory for each entry