

# 2011 Sir Walter Raleigh Awards

FOR EXCELLENCE IN COMMUNICATION

## Call for Entries

The Sir Walter Raleigh Awards Competition is presented annually by the Raleigh Public Relations Society as a showcase of exemplary work by North Carolina public relations and communication professionals.

The competition recognizes and honors all practitioners who have achieved excellence in the field: from small, independent organizations to full-service agencies. Participants and winners will be honored at the RPRS Annual Awards Dinner in September.

Deadline: June 29, 2011 at 5 p.m.



PRESENTED BY THE RALEIGH PUBLIC RELATIONS SOCIETY

# 2011 Sir Walter Raleigh Awards FOR EXCELLENCE IN COMMUNICATION

## AWARD CATEGORIES

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### FIRST DIVISION

#### Total Communications/ Community Relations Campaign

This division is open to all public relations programs that have followed a specific communications plan. Eligible entries will have used several tools and methods to achieve the stated objectives and will have produced significant results.

If Division 1 entries contain A/V materials, affix them to the entry folder or binder, clearly labeled with the entry name.

**1. Promotional Campaign for a Product, Program, Topic or Issue** Any campaign designed to gain awareness or improve relations with one or more publics; or to achieve a specific objective. This includes public service campaigns.

**2. Organizational Identity/Promotion** Any campaign to promote or distinguish your organization or company in the eye of the public, a specific audience or prospective clients.

**3. Political Issue/Candidate Program** Any campaign to promote a political issue, grassroots campaign or candidate for office.

**4. Employee Relations** Any campaign (education, motivation or service/product promotion) implemented within a company or organization for the benefit of employees.

**5. Crisis Communications** Implementation of a crisis plan in response to an event or topic that could have been detrimental to the organization.

**6. Miscellaneous Special Events** Any event designed to entertain or influence the audience for which it was intended. May or may not be a component of a larger communication plan.

### SECOND DIVISION

#### Publications

Entries should be specific tools used as a part of a campaign or as stand-alone pieces. Entries may be a part of a campaign submitted in Division 1 but will require a separate entry submission and fee. Winning entries will illustrate the most effective marriage of design and word to convey the intended message.

#### 7. Annual or Special Report

- a. One or two colors
- b. Three or more colors

#### 8. Brochure, Handbook or Guidebook

- a. One or two colors
- b. Three or more colors

Brochures in a series should be submitted as one entry.

#### 9. Newsletter

- a. One or two colors
- b. Three or more colors

Submit at least two issues that were published in 2010.

#### 10. Magazine

- a. One or two colors
- b. Three or more colors

Submit at least two issues that were published in 2010.

#### 11. Media Kit

**12. Open** Any other print collateral that is of a public relations nature. May be a single piece or a series.



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### THIRD DIVISION Public Relations Writing

This division is for materials written or commissioned for a specific communications project. Entries may be part of a campaign submitted in Division 1 or 2; however, this will require a separate entry submission and fee. Include up to five clippings, a list of placements (if possible and when appropriate) and an original version of the piece. Please include the audience demographics.

Winning entries will demonstrate the most effective use of the written word to achieve the entry's stated objective.

- 13. Opinion/Feature Writing
- 14. News Release
- 15. Speeches

### FOURTH DIVISION Interactive Communications

This division is for entries incorporating the use of all interactive mediums, including Web sites, HTML presentations and social media platforms, to achieve stated objectives and produce significant results.

Entries may be part of a campaign submitted in Division 1 or 2; however, this will require a separate entry submission and fee.

Winning entries will demonstrate creative use of multimedia tools to reach the entry's stated objectives.

**16. Web Site** Site must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Please print the URL address clearly on the entry form and attach a printout of the home page for identification purposes.

**17. HTML Presentation** May be a single presentation or a series of presentations of a public relations nature that was distributed via e-mail. Please submit on a CD, DVD or flash drive and include a printout of the e-mail.

**18. Social Media** Use of social media platforms must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Please submit printed examples of the work. URLs for online sites may also be provided.

### FIFTH DIVISION Audio/Visual Communications

This division is for entries incorporating the use of all interactive mediums, including Web sites, HTML presentations and social media platforms, to achieve stated objectives and produce significant results.

Entries may be part of a campaign submitted in Division 1 or 2; however, this will require a separate entry submission and fee.

Winning entries will demonstrate creative use of multimedia tools to reach the entry's stated objectives.

**19. Audio/Visual Presentation** Presentation must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives.

**Video & Film:** Please submit standard CD or flash drive. Slide Shows: May be submitted as a PowerPoint presentation. Include script/notes, if appropriate.



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### FIFTH DIVISION (continued)

**CD, DVD or Flash Drive:** Please submit with a self-executable program that requires no additional software installation.

**20. Television Ads/PSA Ads or PSAs** Must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Event ads/PSAs are eligible. Please submit clips on a CD, DVD or flash drive.

**21. Radio Ads/PSAs** Ads or PSAs must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Event ads/PSAs are eligible. Please submit entry on a CD, DVD or flash drive.

### SIXTH DIVISION More Bang for the Buck

This category honors public relations efforts that achieve the stated objectives on a small budget. Each entry must include a project budget summary that includes all expenditures, including staff time, in-kind and/or donated services. **Entries in this category MAY NOT be entered in any other division.**

Winning entries will demonstrate the greatest "Bang for the Buck" in achieving the desired result.

**22. Special Event/Campaign**

**23. Publication** Any publication written and designed to meet the stated objectives.

### SEVENTH DIVISION Student Entries

This division honors public relations programs developed by communications students. A copy of a current student identification card must be included with each entry.

**24. High School**

**25. College**

### JUDGING INFORMATION

Judges are selected for their expertise in the public relations field and will be from outside the North Carolina area. Judges' decisions are final.

Each entry is judged on a 100-point scale as follows:

- Objectives** (10 points),
- Method** (10 points),
- Results** (20 points),
- Creativity** (25 points),
- Quality** (25 points),
- Budget** (10 points).

Gold or Silver Awards may be awarded in each category. Honorable Mention Awards will be given to entries meriting such recognition. Awards will be bestowed at the discretion of the judges. The Best in Division awards will be presented to the entries that have the highest total score of all entries in their respective division. In the case of a tie, the judging panel will select the Best in Division award winner.

Questions? Call Eva Hornak at 919.264.7424 or e-mail [eviehornak@gmail.com](mailto:eviehornak@gmail.com)



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## ENTRY REQUIREMENTS

### ENTRY FEES

	RSPS Member	Non-Member	Student
First Entry	\$45	\$60	\$25
Additional Entries	\$35	\$50	\$15

### ENTRY FORMAT

Entire entry should fit in a binder (or binders) no larger than 1'x1', with spine no thicker than 2". Large artwork should be submitted as photos. Each entry should consist of the following components:

- Three copies of the entry form
- Three copies of the entry summary
- Entry fee
- Work sample

*(Incomplete entries will be disqualified.)*

### ENTRY SUMMARY

Each summary should be no longer than two pages to avoid disqualification. Please submit three copies. Your summary must address the following:

**Objectives:** What was the project intended to accomplish? List the objectives and the audience.

**Method:** What tools and strategies were implemented to achieve your objectives? Why were they selected?

**Results:** How did you determine your entry's success? Was the project a good return on your organization's investment?

**Creativity:** What unique creative approaches did you employ to achieve the objectives?

**Budget:** What was the initial budget to complete the project? Was the project completed within the budget?

### ENTRY DEADLINE

All entries must be received no later than June 29, 2011 at 5 p.m. No extensions will be granted.

#### To Collect Entries After Competition:

All entries will be displayed at the awards dinner and may be claimed at the close of the event. Materials remaining may be claimed up to one week following the dinner; otherwise they become the property of RPRS.

#### Additional Awards:

If winners wish to recognize other individuals or firms who contributed to an award-winning entry, the award winner is responsible for purchasing additional awards, which may be ordered after the competition.

### ELIGIBILITY

Practitioners must be based in North Carolina. Eligible entries must have been performed, produced or released during the 2010 calendar year.

#### Send Entries To:

RPRS Sir Walter Raleigh Awards  
Attn: Chuck Norman  
S&A Cherokee  
301 Cascade Pointe Lane  
Cary, NC 27513  
919.674.6020

*Note: All submitted work will be recognized as property of the firm/company and not the property of the individual submitting the entry - except in cases of unaffiliated freelance work.*

*Additional awards may be ordered, but they bear the same wording as the original entry.*



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## ENTRY FORM

Contact Name: \_\_\_\_\_

Individual Member     Corporate Member     Non-Member     Student

Firm or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Entry Title: \_\_\_\_\_

Division Number & Name: \_\_\_\_\_

Category Number & Name: \_\_\_\_\_

Sub-category Number & Name: \_\_\_\_\_

URL (if entry includes a Web site): \_\_\_\_\_

Total Entries Submitted: \_\_\_\_\_

Total Amount Enclosed: \_\_\_\_\_

**Important: If your entry wins an award, please list below exactly how your award should read. Additional certificates and awards may be ordered after the awards dinner.**

My Award Should Read: \_\_\_\_\_

Example:

Doe Public Relations  
Client, Collaborator  
Entry Title

**Entries must be received no later than  
June 29, 2011 at 5 p.m.  
Late entries will not be accepted.  
Please make checks payable to RPRS.**

### ENTRY CHECKLIST

- Three copies of entry form
- Three copies of entry summary
- Entry Fee
- Work Samples

