

CPRS Provincial Awards



The Canadian Public Relations Society

AWARDS DESCRIPTION

The 2008 **PR Communications Leadership Awards** recognize three public relations professionals who demonstrate excellence in a public relations program. Projects submitted can target any external or internal audience, such as the general public, industry stakeholders or employees.

Entries should highlight strategies and tactics common to the public relations profession and will reflect the RACE model of **r**esearch, **a**nalysis, **c**ommunications and **e**valuation.

Entries may include the following categories:

- Media relations campaigns
- Community engagement
- Crisis communications
- Issues management
- Product launches
- Public service campaigns
- New business start-up
- Social marketing initiatives

The awards recognize one practitioner from within the boundaries of each B.C. chapter:

CPRS-Northern Lights: B.C., Yukon or Northwest Territories

CPRS Vancouver: Greater Vancouver area

CPRS-VI: Vancouver Island

ELIGIBILITY

1. All PR practitioners residing in British Columbia are eligible. Applicants do not need to be a CPRS member.
2. Applicants can be from any type of organization (e.g. business, academic, agency, not-for-profit, government, consultancy, etc.).

JUDGES AND AWARDS CRITERIA

Submissions are reviewed by a panel of experts chosen for their awareness of the public relations profession and the positive impact of the profession's work and ethical standards on public perception.

The panels is a mix of people from within and from outside the profession, and is made up exclusively of people who do not practice public relations in the applicable chapter's home community, ensuring equitable and complete impartiality.

Judges will evaluate each submission according to the following criteria and point system:

1. Applicant's Role in Project:

Give a brief description of the project, the team members, the geographical area that the campaign targeted and the start/end dates. The applicant must identify what role he/she played in the project.

2. Submission Summary:

A one to two page summary of the submission must be attached to each entry form. It should include a brief description of the following areas:

Research;

Planning, strategy, analysis;

Execution, production, and communication;

Evaluation.

The summary adds clarity to the submission and allows the judges to see quickly the rationale and organization behind each entry.

Note: Marks will be deducted for those who do not provide details of budget and/or resources.

3. Supporting Information:

All supporting information (i.e.: posters, flyers, brochures, videos, photographs, etc.) should be included in with the entry form and summary in PDF format.

NOMINATION SUBMISSION GUIDELINES

1. Submissions must have been completed within two years prior to the entry deadline.
2. An applicant can either be nominated or can nominate him/herself.
3. Submissions must be in English only.
4. Applicants may submit more than one submission. However, each submission must be accompanied by a non-returnable entry fee of \$75.00 Canadian (cheque, money order or certified cheque), made payable to CPRS.
5. Multiple submissions received by the same applicant will be assigned to one chapter only.
6. Each submission must indicate the provincial chapter that the applicant's mailing address is closest to geographically (see Awards Description above).

7. The submission will consist of:

SOFT COPY ONLY:

Deadline for all entries is 4:30 pm, November 7th, 2008.

In recognition of the global effort to reduce our carbon imprint, this year all submissions will be required to be sent in via email in PDF format to:

Provincial Awards Committee: cprs-awards@shaw.ca

NOTE: If you have a submission not available in pdf format, please contact CPRS Vancouver for consideration at the above email address.

SUBMISSIONS MUST INCLUDE:

- An awards application form (download from www.cprsvancouver.com);
- One-page executive summary;
- Report or submission (maximum of six pages). Each submission page should have the nominee's name, name of campaign, submission date and page number placed in a header;
- Appendix of work samples (maximum of five pages) to a maximum of five pages of sample collateral materials, advertising and/or communications tools utilized in the communications process that accent key messages integral to the campaign. Each page should include the nominee's name, name of campaign, submission date and appendix-page name;
- Resume and/or bio;
- Surrender form (download from www.cprsvancouver.com). The form acknowledges that the applicant agrees to surrender all materials submitted and to participate in any news media coverage generated from being nominated and/or being named as a winning recipient;
- Two letters of reference/support from one key internal stakeholder and one key external stakeholder; and,
- A digital colour photo of the applicant (minimum 300 dpi) will be included for use in print ads, newsletters and other collateral material required, as determined by the Provincial Awards Committee.

AWARDS RECIPIENT PACKAGE

Each winning recipient will receive:

- A feature article and photo in all three BC CPRS chapter newsletters and in the CPRS National's newsletter.
- Name mentions and recognition in all print advertising that announces winning entries.
- An invitation to the chapter's CPRS awards presentation.

- A crystal award of distinction with engraving on a bronzed nameplate.
- Complimentary one-year CPRS local and national membership.
- Recognition in news releases, advertising and other collateral that are distributed to local, provincial and national media.
- Recognition on the CPRS websites for each BC chapter.

REQUIREMENTS FOR WINNING RECIPIENTS

- Awards recipients will be notified by telephone and by mail.
- Awards recipients will be required to sign appropriate release forms.
- All expenses not included in the Awards Recipient Package (e.g. travel and transportation costs) are the sole responsibility of the recipients.