

## AWARD CATEGORIES

### *Entry Types*

1. **CAMPAIGNS:** Full public relations programs that are strategic, multifaceted, and exemplify the four-step process designed to attain specific goals. Submit in a three-ring binder.
2. **TACTICS:** A single project, such as a brochure, annual report, multimedia presentation, videotape, Web site, public service message or other communications tool prepared to accomplish a specific purpose. Individual items that are a part of a larger program or campaign may be entered as single examples only if the entire program is not entered. Submit in a flat folder (except for multimedia).

### *Categories*

1. **COMMUNITY RELATIONS:** Designed to strengthen relations or build understanding between the organization and the community or any external public(s).
2. **INSTITUTIONAL RELATIONS:** Designed to impact an organization's stature, reputation or relations with its publics, including media.
3. **EVENTS AND OBSERVANCES:** Scheduled to heighten public awareness of an organization within a community or among public(s) or serve another unique purpose.
4. **PUBLIC SERVICE:** Designed to advance public understanding of a societal issue, problem or concern. (Similar programs conducted principally to enhance an organization's standing or to otherwise serve its interests directly should be entered in Category 2: Institutional Relations.)
5. **INTERNAL COMMUNICATIONS:** Designed to improve relations among special publics directly allied with an organization, such as employees, members, affiliated dealers or franchisees.
6. **PUBLIC AFFAIRS:** Created to influence public policy and/or affect legislation, regulations, political activities or candidates at local, state or federal government levels for the benefit of the organization.
7. **MARKETING – CONSUMER RELATED:** Domestic or international programs or materials that introduce, publicize and promote products and services to a consumer audience.
8. **MARKETING – BUSINESS TO BUSINESS:** Domestic or international programs or materials to introduce, publicize and promote products and services from one business to another business.
9. **CRISIS COMMUNICATIONS:** Planned to manage the effect and/or reputation that an accident, natural disaster or other emergency situation has on an organization.
10. **INTEGRATED COMMUNICATIONS:** Employs creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications.

### *Outstanding Professionals*

These award recipients must have demonstrated respect for and appreciation of the function of public relations, actively supported and/or originated creative and ethical public relations programming, and used public relations concepts and techniques to successfully solve problems or take advantage of opportunities. Award recipients are expected to be available to attend the event.

1. **Professional of the Year:** Honors a current member of the Cincinnati Chapter of PRSA who has worked in the public relations field for five years or more and who has a track record of outstanding professional achievement over the last year.
2. **Rookie of the Year:** Recognizes an outstanding member of the PRSA Cincinnati Chapter and the public relations profession. The nominee must have three years or less of professional industry experience, and demonstrated excellence in practicing public relations. Active involvement in the chapter and community/charity support and involvement will also be carefully considered.

## JUDGING

Entries will be judged by a panel of public relations professionals from outside the Greater Cincinnati area and will be based on the following criteria:

### *Campaigns*

Each entry in the Campaigns division must include a summary, not to exceed two typewritten pages, which describes the program and details research, planning, execution (including budget) and results.

This summary and all support materials must be included in one hardcover, 8.5" x 11" binder. Audio recordings, CDs and VHS cassettes should be secured in zipped pockets.

#### **RESEARCH** - 4 points

Appropriateness for the project's size/scope; adequacy.

#### **PLANNING** - 4 points

Identify need; comprehensive planning; selection and originality of strategies and tactics.

#### **EXECUTION** - 6 points

Implementation of tactics; communication tools and methods; skill and creativity; allocation of budget; use of personnel, resources and opportunities.

#### **RESULTS** - 6 points

Objectives achieved and persuasive evidence of success; identify, analyze, qualify and quantify results; adherence to budget.

### *Tactics*

Each entry in the Tactics division must be accompanied by a summary, not to exceed one typewritten page, that outlines the project's objectives, budget, design/quality and results. The summary and entry should be submitted in a flat folder.

#### **PROJECT OBJECTIVES** - 3 points

Clarity; explain how project is appropriate for objective.

#### **BUDGET** - 3 points

Clarity; did project stay within budget; relevance to end product.

#### **DESIGN/QUALITY** - 5 points

Method(s) used in this piece; thought and creativity exhibited; project will be compared to others of its type.

#### **RESULTS** - 4 points

Objectives achieved and persuasive evidence of success; efforts to identify, analyze, qualify and quantify results.

## ELIGIBILITY & RULES

1. Entries must be received by Friday, October 12, 2007.
2. A separate entry form must be attached to the front of each entry. Photocopies may be used. Entries will not be returned. Pieces may be entered in more than one category, but an entry form must be filled out for each entry in each category.
3. The entry fee is \$50 for PRSA members and \$70 for non-PRSA members for the first entry from each company. Additional entries are \$25 each for PRSA members and \$35 each for non-PRSA members. Entries for Outstanding Professionals awards do not require an entry fee and may be submitted free of charge.
4. Please make checks payable to Cincinnati PRSA. Entry fees are not refundable.
5. To be eligible, part of the campaign or tactic must have been completed either during the last half of 2006 or anytime prior to the 2007 entry deadline.
6. Awards will be presented at the Blacksmith Awards Dinner on Thursday, December 13, 2007 at The Contemporary Arts Center in downtown Cincinnati.

# 2007 BLACKSMITH AWARDS

Presented by the Cincinnati Chapter of the Public Relations Society of America (PRSA)

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## ENTRY FORM

Please attach a copy of this entry form to each entry along with a check made payable to Cincinnati PRSA for \$50 for the first entry (\$70 for non-PRSA members), \$25 per additional entry (\$35 for non-PRSA members). Outstanding Professionals entries do not require an entry fee.

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

**Entry Type (check one):**

Campaign       Tactic       Outstanding Professional

**Category (check one):**

Community Relations       Public Affairs       Professional of the Year  
 Institutional Relations       Marketing/Consumer Related       Rookie of the Year  
 Events/Observances       Marketing/Business to Business  
 Public Service       Crisis Communications  
 Internal Communications       Integrated Communications

**PRSA Member:**       Yes       No

Contact Person: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Client name and address for whom this program was carried out (if different from above):

\_\_\_\_\_  
\_\_\_\_\_

**Entries must be received by Friday, October 12, 2007. Mail them to:**

PRSA Cincinnati Blacksmith Awards  
c/o Anne Campbell  
8939 Applewood Drive  
Cincinnati, OH 45236



**For Office Use Only:**

Category: \_\_\_\_\_

Entry Number: \_\_\_\_\_

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

Submitting Company: \_\_\_\_\_

Award Granted: \_\_\_\_\_