

CALL FOR ENTRIES

The Pinnacle Awards honor the best public relations work among PRSA Hoosier Chapter members and their peers across Indiana. The program is open to members and non-members of all experience levels. Judges will only consider work initiated, performed or substantially completed during 2020 or, for students, prior to the beginning of the spring 2021 semester.

Entries will be accepted starting March 10, 2021, at www.PRSAHoosier.org/Pinnacle-Awards.



PINNACLE AWARDS

HOOSIER **2021** CHAPTER
Public Relations Society of America

ENTRY DEADLINES

EARLY: MARCH 26

- ▶ Members: \$60
- ▶ Non-members: \$85
- ▶ Students: \$35

STANDARD: APRIL 12

- ▶ Members: \$75
- ▶ Non-members: \$100
- ▶ Students: \$50

LATE: APRIL 16

- ▶ Members: \$115
- ▶ Non-members: \$140
- ▶ Students: \$75

INDIVIDUAL AWARDS

YOUNG PROFESSIONAL AWARD \$25/entry

An award given in recognition of the hard work performed by a junior PR professional. To qualify, nominees must be PR/marketing/communications professionals under 30 years old who have demonstrated excellence in their respective job functions. Nomination letters should describe, in detail, how the junior professional has made a significant impact through his or her work by displaying a strong work ethic, positive attitude and willingness to learn. Nominees may be PRSA members or non-members.

Judges will use the following criteria to score each nominee:

- ▶ Nominee works daily in a communications role
- ▶ Within the work description, nominee exemplifies positive attitude, strong work ethic and willingness to learn
- ▶ Nominee makes a measurable impact through his or her job function

CATALYST AWARD \$25/entry

An award presented to an individual in honor of exemplary use of ethical, astute and creative public relations skills. To qualify, nominees must either have at least 10 years of experience in a role requiring PR/marketing/communications job functions or prior involvement as a PRSA Hoosier Chapter committee or board member. Nomination letters should describe how the nominee supports the use of PR methods and best practices, as well as evidence of his or her strong commitment to the advancement of the profession. Judges will make their selections based on nominees' current work performance, contributions to community and commitment to professional growth. Nominees may be PRSA members or non-members.

Judges will use the following criteria to score each nominee:

- ▶ Nominee demonstrates a model understanding of the PR method
- ▶ Nominee exhibits a strategic mindset in daily job duties
- ▶ Nominee demonstrates commitment to advancing the profession
- ▶ Nominee demonstrates contributions to the community

PROFESSIONAL ENTRIES

There are three categories for submissions: Programs, Projects and COVID Communications. Organizations may submit more than one entry and individual aspects of a submitted program may also be eligible for the Projects category. Judges will use a point scale for selecting Pinnacle Award and Award of Honor winners, and each category is not exclusive to a single honoree. The highest scoring entry in each of the Programs, Projects and COVID Communications categories will receive a "Best of Show" award.

Entries should address the four facets of any successful campaign: research, planning, execution and evaluation. Strong entries will also address budget, timing and creative problem-solving.

Entries can earn up to 50 points: 10 points per facet, plus 10 points for the judge's overall impression.

PROGRAMS

Multifaceted campaigns that use several strategies and tactics to reach an objective. Program entries should include a two-page summary as well as any appropriate supporting documentation.

- PM-1** ▶ **Crisis Communications** – A campaign undertaken to deal with an accident, natural disaster or other emergency situation, including COVID-19, that has had or may have an extraordinary impact on an organization.
- PM-2** ▶ **External Communications** – A public outreach campaign targeted at a non-media stakeholder (e.g. investors, community relations, a subset of the general population, etc.). In this category, consumer product or service sales are not an objective.
- PM-3** ▶ **Internal Communications** – A campaign to improve relations with those directly allied with an organization (e.g. employees, members or other such affiliated groups).
- PM-4** ▶ **Marketing Communications** – A campaign that employs a mix of public relations, advertising and marketing strategies and tactics to introduce or promote a product or service to a consumer or business audience.
- PM-5** ▶ **Media Relations** – A campaign centered on the use of earned media strategies to generate coverage for a person, product, service, topic or cause. Results must show successful incorporation of key messages from two or more tactics.
- PM-6** ▶ **Public Affairs** – A campaign to influence public policy or affect legislation, regulations, political activities or candidacies so the entity funding the program benefits. This may be at a local, state or federal level of government.
- PM-7** ▶ **Electronic/Digital Communications** – A campaign executed online using a minimum of two electronic/digital platforms including social media, website, email, etc. to inform an audience, grow a membership base, or promote a product or service. Submit screenshots of each medium in use throughout the campaign.
- PM-8** ▶ **Special Events** – An event to honor, commemorate, celebrate or recognize something. The duration of this event may be a single day, a full year or anything in between.

PROJECTS

A single tactic developed as an individual component of a comprehensive campaign. Project entries should include a one-page summary plus appropriate samples of work, as indicated.

- PJ-1** ▶ **Audiovisual** – An audio or video production targeted toward an internal or external audience. Submit one copy.
- PJ-2** ▶ **Consumer Collateral** – A brochure, flier, direct mailer, annual report or other marketing piece to inform a target audience about an organization, product service or issue. Submit one copy.
- PJ-3** ▶ **Electronic/Digital Communication** – A single, interactive communications tactic, including websites, e-newsletters, intranets, mobile applications, etc. If web-based, submit an active URL. If not web-based, submit a single set of screenshots.
- PJ-4** ▶ **Feature/Editorial Writing** – An original article, column or essay regarding a specific person, organization or topic written to entertain or educate an audience. Submit one copy.
- PJ-5** ▶ **Media Relations** – A single media relations tactic used to generate media coverage for a person, product, service, topic or organization. Submit one copy.
- PJ-6** ▶ **Newsletter/Magazine** – A multi-page publication produced on a regular basis. Judges will examine both content and design. Submit a series of issues published within the judging year.
- PJ-7** ▶ **Social Media** – The use of a single social media platform to inform an audience, grow a membership base or promote a product or service. Submit screenshots demonstrating the work performed.

COVID

- ▶ Any campaign or tactic created or significantly altered due to the effects of COVID-19, either a new effort or an adaptation of a planned activity, in order to communicate a response/reaction to the pandemic; convey shifts in services, operations or events; communicate public safety information and more. Tactics can include, but are not limited to: events, media relations, publications, digital communications and others. Provide screenshots or samples.

STUDENT ENTRIES

Judges will consider students separately from practicing professionals but use the same categories. The project or program under consideration, as well as the written entry itself, must be the work of the student. A student or group of students who worked together on a program or project may submit more than one entry. Judges will use a point scale for selecting Pinnacle Award and Award of Honor winners, and each category is not exclusive to a single honoree. The highest scoring entry in each of the Programs and Projects categories will receive a "Best of Show" award.

Program entries should include a two-page summary in addition to any appropriate supporting documentation, while project entries should include a one-page summary and all relevant work samples. Summaries should address the four facets of any successful campaign: research, planning, execution and evaluation. Entries can earn up to 50 points: 10 points per facet, plus 10 points for the judge's overall impression.

If the program or project was not implemented or evaluated, please clearly describe how the tactic would have been implemented and evaluated and note on your entry that the project was not carried out to completion. All entries will be given equal weight, regardless of whether or not they were implemented.