

2023 PINNACLE AWARDS 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 2022 or, for students, prior to the beginning of the spring 2023 semester.

Entries will be accepted starting Jan. 20, 2023, at www.PRSAHoosier.org/Pinnacle-Awards.

ENTRY DEADLINES

EARLY: FEBRUARY 6

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

STANDARD: FEBRUARY 20

- ▶ Members: \$80
- ▶ Non-members: \$105
- ▶ Students: \$55

LATE: FEBRUARY 27

- ▶ Members: \$120
- ▶ Non-members: \$145
- ▶ Students: \$80

INDIVIDUAL AWARDS

JUNIOR PRO 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 their work by displaying a strong work ethic, positive attitude and willingness to learn.

Nominees may be PRSA members or non-members.

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 their 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 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

Maximum word count: 800 words

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

Maximum word count: 800 words

PROFESSIONAL ENTRIES

There are two categories for submissions: Programs and Projects. 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 and Projects 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/actions undertaken to deal with an accident, disaster or other emergency situation 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, stakeholders, etc.). In this category, product sales are not an objective.
- PM-3** ▶ **Internal Communications** – A campaign targeted to those directly allied with an organization (e.g. employees, members or other such affiliated groups).
- PM-4** ▶ **Inclusive Communications** – A campaign developed for purposeful inclusion, promotion of diversity, and/or effectively reaching one or more cultural group/s.
- PM-5** ▶ **Marketing Communications** – A campaign that employs a mix of PR, advertising and marketing strategies and tactics to promote a product or service to a consumer or business audience.
- PM-6** ▶ **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-7** ▶ **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-8** ▶ **Social Media** – An online campaign using a minimum of three social media applications to inform an audience, grow a membership base, or promote a product or service. Submit screenshots of each application in use throughout the campaign.
- PM-9** ▶ **Special Events/Observances** – 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 ▶ **Annual Report** – A publication reporting an organization's annual performance. Upload one copy.

PJ-2 ▶ **Audio/Video** – A podcast, vlog, video or audio production meant to inform target audiences of an event, brand, product, service or issue. May be a single-purpose or periodic tactic. Submit one sample.

PJ-3 ▶ **Printed Communication** – A single-purpose brochure, flier, direct mailer or other printed piece to inform a target audience about an organization, product, service or issue. Submit one copy.

PJ-4 ▶ **Electronic/Digital Communication** – A digital tactic, including websites, intranets, mobile applications, etc. Submit an active URL or a single set of screenshots.

PJ-5 ▶ **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-6 ▶ **Media Relations** – A single media relations tactic used to generate earned media for a person, product, service, topic or organization. Submit one copy.

PJ-7 ▶ **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-8 ▶ **Project Writing** – Writing for a single project, including but not limited to speeches, scripts, advertising copy or web content. Submit one copy.

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.

STUDENT ENTRIES

There are two categories for submissions: Programs and Projects. 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.