PRSA
Public Relations Society of America

Aurora Awards Information 2018

PRSA Alaska Chapter's annual award competition encourages professional public relations performance and technique, and to acknowledge exemplary work in the field.

Award categories

CAMPAIGNS AND TOOLS

Aurora Awards – For comprehensive public relations campaigns which successfully communicate a message using a variety of tools, programs and components.

APRs' Choice – All Aurora Award nominations will be automatically included in this category. Alaska's APRs will vote for the people's choice award winner.

Grand Award – Aurora Award nomination which earned the highest score by the judges. Award receives complimentary entry into PRSA's Silver Anvil competition.

Awards of Excellence – For single public relations tools. This award recognizes the design, creation and production of such items.

INDIVIDUAL AWARDS

PR Communicator of the Year - Presented to a chapter member who has made significant contributions to the public relations profession and the community.

Bruce Pozzi Chapter Service Award – Presented to a member whose service to the chapter has been significantly above and beyond expectations during the previous year(s) of service.

Vivian Hamilton Professional Promise Award – Presented to an outstanding young member who has demonstrated his/her dedication to advancing himself/herself in the field of public relations and has worked toward filling a leadership role in the chapter and community.

Who can submit

All practitioners, companies and organizations are encouraged to submit multiple entries for Aurora Awards and Awards of Excellence.

What may be submitted

The bulk of the work must have taken place between April 2017 and April 2018.

How the work is judged

Each year, PRSA Alaska is paired with a sister chapter which judges entries in the awards program. All decisions by judges are final.

Winner Announcement

Award winners will be announced during a special Aurora Awards celebration held in August. Event details will be posted on the PRSA Alaska website and shared on social media.

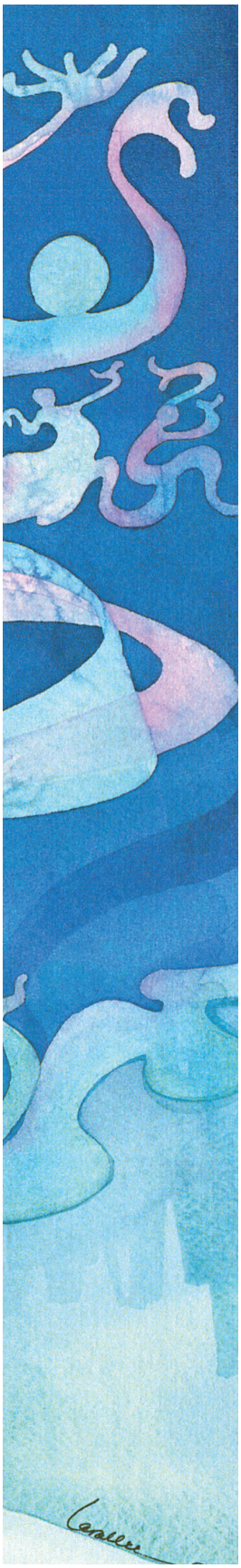
Entry deadline

May 21

Late entry

May 30

(Extra $25 entry fee)



"Legend of the Aurora Borealis" artwork donated by Barbara Lavallee

PRSA ALASKA

PRSA Alaska Award Categories

The goal of PRSA Alaska Chapter's annual awards competition is to encourage professional public relations performance and technique, and to acknowledge exemplary work in the field. PRSA Alaska Chapter encourages all practitioners, companies and organizations to submit multiple entries for Aurora Awards and Awards of Excellence. However, a single nomination cannot be entered into multiple categories (e.g. you may not include the same piece of "External Communications" in "Direct Mail Solicitation").

The bulk of your work must have taken place between April 2017 and April 2018.

Individual Awards

Any PRSA Alaska member may nominate another PRSA Alaska member for an individual award.

- **PR Communicator of the Year** – Presented to a chapter member who has made significant contributions to the public relations profession and the community.
- **Bruce Pozzi Chapter Service Award** – Presented to a member whose service to the chapter has been significantly above and beyond expectations during the previous year(s) of service.
- **Vivian Hamilton Professional Promise Award** – Presented to an outstanding young member who has demonstrated his/her dedication to advancing himself/herself in the field of public relations and has worked toward filling a leadership role in the chapter and community.

Aurora Awards

For comprehensive public relations campaigns which successfully communicate a message using a variety of tools, programs and components.

1. **COMMUNITY RELATIONS**: Includes programs that seek to win the support or cooperation of — or that aim to improve relations with — people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations.
2. **REPUTATION/BRAND MANAGEMENT**: Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence
3. **EVENTS AND OBSERVANCES (SEVEN OR FEWER DAYS)**: Includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations or other special activities and must occur within a time span of one week.
4. **EVENTS AND OBSERVANCES (MORE THAN SEVEN DAYS)**: Includes programs or events that take place for longer than a one-week period, such as a yearlong anniversary, or activities (commemorations, observances, celebrations, etc.).
5. **PUBLIC SERVICE**: Includes programs that advance public understanding of societal issues, problems or concerns.
6. **PUBLIC AFFAIRS**: Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.
7. **MARKETING COMMUNICATIONS**: Includes programs designed to introduce new products/services or promote existing products/services to a consumer or business audience.
8. **CRISIS COMMUNICATIONS**: Includes programs undertaken to deal with an unplanned event and requiring immediate response.
9. **ISSUES MANAGEMENT**: For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
10. **INTERNAL COMMUNICATIONS**: Includes programs targeted specifically to special publics directly allied with an organization (i.e., employees, members, affiliated dealers or franchisees).
11. **INVESTOR RELATIONS**: Includes programs directed to shareowners, other investors and the investment community.
12. **MULTICULTURAL PUBLIC RELATIONS**: For any type of program (i.e., institutional, marketing, community relations) specifically targeted to a cultural group.
13. **INTEGRATED COMMUNICATIONS**: Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines

Awards of Excellence

For single public relations tools. This award recognizes the design, creation and production of such items.

1. **MEDIA RELATIONS** – Tactics, programs and events driven entirely by media relations for an issue or product. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. May also include a news conference or pitching to non-traditional media, such as a blogger.
2. **WRITING PORTFOLIO** –Show diversity in writing styles which may include advocacy writing or advertorials. Submit at least three different types of writing samples.
3. **SPEECH WRITING** –Must include copy of text, support materials are acceptable.
4. **INTERNAL PUBLICATION** – To include newsletters or magazines in print or electronic format. Submit three consecutive issues.
5. **EXTERNAL PUBLICATION** – To include newsletters or magazines in print or electronic format. Submit three consecutive issues.
6. **BROCHURE**
7. **DIRECT MAIL SOLICITATION**
8. **ANNUAL REPORT**
9. **WEBSITE**
10. **SOCIAL MEDIA** – Use of social media, such as Facebook, Twitter, LinkedIn, Pinterest, etc. as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.
11. **VIDEO MATERIAL** –Including film or video public service announcement, news release or feature, or webcast.
12. **RADIO MATERIAL** –Public Service Announcement, podcast or programming with public relations value
13. **SPECIAL ELECTRONIC AND PRINTED PROMOTIONAL MATERIALS** – Any materials not fitting into another category.

Judges may reject entries they feel are not in the appropriate category, and move entries to more appropriate categories. Entries will be screened by a committee of PRSA Alaska members to see that each entry is clearly labeled and submitted as required; the screening committee may reject late entries, those without fees or those which do not meet the requirements in the enclosed checklist.

ENTRY FORM

Use a separate form for each Aurora Award or Award of Excellence. The following information will be used to prepare the award certificates. Be sure it is worded the way you want it to appear on your award. Additional certificates may be ordered following the awards banquet ($15 each).

1. Aurora Award category: _____
2. Award of Excellence category: _____
3. Title of entry: _____
4. Names of individuals who worked on this project to be printed on award — limit to five names:
   - I. _____
   - II. _____
   - III. _____
   - IV. _____
   - V. _____
5. Name of the organization(s) to be recognized for the work: _____
6. Submitted by (name, email and phone number): _____

ENTRY FEES Mark the fee category you fit in.

AURORA AWARDS

- ☐ $50 – PRSA members
- ☐ $60 – Non-members
- ☐ $20 – Student PRSSA chapter members
- ☐ $25 – Student non-PRSSA chapter members

AWARDS OF EXCELLENCE

- ☐ $40 – PRSA members
- ☐ $50 – Non-members
- ☐ $20 – PRSSA chapter members

All Aurora Awards are automatically considered for the APRs' Choice and Grand awards. There is no additional fee for this.

All entries are due by 11:59 p.m. May 21, 2018.

Late fees – Add $25 to award entries submitted between May 22, 2018 and 11:59 p.m. May 30, 2018.

Submission Directions

Make payment via PRSA Alaska's Square account. Visit www.prsaalaska.org to access PRSA Alaska's Square account and submit payment for your entry. During Square checkout, list the name of your award entry in the "special instructions" text box.

Save proof of payment from Square – for example, create a PDF of the receipt.

Collect all of the needed materials for your entry: 1) PDF file of your completed Entry Form; 2) PDF file proof of payment for your entry; 3) PDF file of support materials such as pictures, letters, clippings, or other items used for the activity; 4) Copy of your Awards PowerPoint slide built off the PRSA Awards template, available at www.prsaalaska.org. Please submit one slide per entry, which will be used during the awards banquet. 5) Aurora Awards (not Awards of Excellence) should include an 80 word summary for APRs' Choice Award consideration.

All entries must be submitted individually via the PRSA Alaska Dropbox or email AuroraAwardsAK@yahoo.com by the respective deadines. Do so by uploading files to a folder in your personal Dropbox and then share with PRSA Alaska. If you do not have a Dropbox account, please go to www.dropbox.com to open one. Once successfully uploaded, invite AuroraAwardsAK@yahoo.com to share your folder and then email AuroroaAwardsAK@yahoo.com to inform us. **You must clearly label your entry and any supporting material with the category number followed by the first three words of the award entry title and the PDF topic.** Please do not add additional information to the PDF title as Dropbox will only allow a certain number of characters. Each individual entry on Dropbox must be uploaded in a separate, clearly labeled folder.

Please retain a copy of these forms as a receipt, PRSA will not be mailing receipts for entries.

All decisions by judges are final. Entries will be screened by a committee of PRSA Alaska members. The committee may reject entries it feels are not in the appropriate category, late entries or those which do not meet the requirements in the enclosed checklist.

All entries become the property of PRSA Alaska Chapter. The chapter retains the right to copy all entries and make them available for reference or educational use.

AWARD ENTRY

The checklists below contain important rules and are an integral part of your entry. Please read them carefully and follow the instructions step-by-step. Scoring of entries will be based on four phases: research, analysis/planning, communications/execution and evaluation. **FAILURE TO COMPLY MAY LEAD TO DISQUALIFICATION.**

AURORA AWARD CHECKLIST

☐ Choose the most appropriate category. A program may be entered in one Aurora Award category only. Pieces of a program may be entered in the appropriate Award of Excellence categories.

☐ A substantial part of your program should have taken place between April 15, 2017 - April 15, 2018 including evaluation.

☐ Powerpoint slide. Use template at www.prsaalaska.org and submit a PowerPoint slide of award entry

☐ Brief summary – 80-word summary of Aurora Awards campaign to be considered for APR's Choice Award.

☐ Introduce your activity with a concise nomination no longer than two typewritten pages, and address each of the following:

Research - 10 points
- Methodology
- Relationship to situation
- Strategies

Analysis/Planning - 10 points
- Objectives
- Originality
- Identification of need
- Techniques
- Budget
- Problem resolution

Communication/Execution - 10 points
- Implementation methods
- Materials used
- In progress adjustments
- Communication techniques
- Tools and tactics
- Support personnel
- Employment of resources
- Creativity and originality
- Budget allocation method (need not show actual budget numbers)

Evaluation - 10 points
- Evidence of success
- Method of evaluation
- Connection to objectives
- Analysis and quantification of results
- Cost effectiveness

Ready to submit?

- 1 PDF of your completed entry form
- 1 PDF of your proof of payment (Square PDF receipt)
- 1 PDF of your award write up nomination
- 1 PDF of your support materials, such as pictures, letters, clippings or other items used for the activity.
- Video or audio submissions may be uploaded to the Dropbox account separately or a link to the work may be provided
- PowerPoint slide , template available at www.prsaalaska.org
- 1 PDF of 80 word summary for APRs' Choice award consideration (Aurora Awards only)
- Before you submit, please make sure files have the correct titles: category number, the first three words of the award entry title and the pdf topic (e.g.: A10_InsideASDNewsletter_EntryForm)

AWARD OF EXCELLENCE CHECKLIST

☐ Choose the most appropriate category. A single item can only be entered in one category.

☐ Work should have taken place between April 15, 2017-April 15, 2018.

☐ Explain your activity with a concise nomination no longer than one typewritten page, and address each of the following:

Analysis/Planning - 10 points
- Objectives
- Originality
- Identification of need
- Techniques
- Budget
- Problem resolution

Communication/Execution - 20 points
- Implementation methods
- Materials used
- In progress adjustments
- Communication techniques
- Tools and tactics
- Support personnel
- Employment of resources
- Creativity and originality
- Budget allocation method (need not show actual budget numbers)

Evaluation - 10 points
- Evidence of success
- Method of evaluation
- Connection to objectives
- Analysis and quantification of results
- Cost effectiveness

Ready to submit?

- 1 PDF of your completed entry form
- 1 PDF of your proof of payment (Square PDF receipt)
- 1 PDF of your award write up nomination
- 1 PDF of your support materials, such as pictures, letters, clippings or other items used for the activity.
- Video or audio submissions may be uploaded to the Dropbox account separately or a link to the work may be provided
- PowerPoint slide, template available at www.prsaalaska.org
- Before you submit, please make sure files have the correct titles: category number, the first three words of the award entry title and the pdf topic (e.g.: A10_InsideASDNewsletter_EntryForm)

Vivian Hamilton Professional Promise Award

The Vivian Hamilton Professional Promise Award recognizes an outstanding young active chapter member. The nominee must be 30 years old or younger, who has been a member five years or less, has demonstrated his or her dedication to advancing himself or herself in the field of public relations, has worked toward becoming an active chapter member and eventually filling a leadership role on committees or elected positions.
Candidates may either be nominated by other chapter members or self-nominate.

Application information

- The candidate must be a PRSA Alaska Chapter member.
- Any PRSA Alaska Chapter member may nominate the candidate for the award.
- Each nomination must include:
  - a summary of professional accomplishments and goals, no longer than two typed pages. The summary shall include specific examples of success (problem, solution and outcome) in each of the criteria listed above
  - a one-page resume (if available)
- Two letters from active members of the chapter that second the nomination. (Please note: no more than two letters of recommendation will be considered.) Each letter must be on letterhead and the body can be no longer than 500 words. The letters must specifically address the award criteria above. The letters must be from individuals separate from the nominator.
- Verify the member is under 30 and has been a PRSA member less than five years.
- No other information shall be considered. Any information sent that exceeds word counts, or is outside the above requirements will not be considered.
- There is no fee associated with nomination submissions.

Nominee's Name _____

Job Title/Employer _____

Nominator's Name _____

Nominator's contact # _____

Bruce Pozzi Chapter Service Award

Created in 2004, the Bruce Pozzi Chapter Service Award is given to a member whose service to the Alaska Chapter has been significantly above and beyond expectations during the previous year(s) of service. The award is named for the chapter's first president, Bruce Pozzi. The award is given based upon a clear demonstration of work in the following areas:

- Impact on PRSA
- PRSA Activities
- Contributions to the Profession Outside of PRSA

Application information

- The candidate must be a PRSA Alaska Chapter member. Any PRSA Alaska Chapter member may nominate the candidate for the award.
- Each nomination must include a summary of qualifications, no longer than two typed pages, that includes specific examples of success (problem, solution and outcome) in each of the three areas listed above. Examples:
  - o Demonstrate how the nominee has served the Society through his/her professional achievements, experience and reputation in the profession and broadened its vision through his/her contributions on its behalf.
  - o Include a list of PRSA activities on a chapter, district, section and national level in which the nominee has effectively participated and how the Society has been strengthened as a result.
  - o Show how the nominee has furthered credibility of PRSA by participating in professional activities outside of the Society.
  - o List any awards and accomplishments of relevance.
- Each nomination must be accompanied by three letters that second the nomination. (Please note: no more than three letters of recommendation will be considered.) Each letter must be on letterhead and the body can be no longer than 500 words. The letters need to specifically address the award criteria. At least one letter must be from a member of the Society. The letters must come from individuals separate from the nominator.
- No other information shall be considered. Any information sent that exceeds word counts, or is outside the above requirements will not be considered.
- There is no fee associated with nomination submissions

Nominee's Name _____

Job Title/Employer _____

Nominee Contact # _____

Nominator's Name _____

Nominator's Contact # _____

Communicator of the Year

The PR Communicator of the Year is the Alaska Chapter's highest individual award. Created in 1993, the award is given to a PRSA Alaska Chapter member who has made significant contributions to the public relations profession and the community. The award is given based upon a clear demonstration of work in the following areas:

- **Achievements:** Detail the achievements of the nominee and demonstrate how these have advanced the profession of public relations and its positive visibility.
- **Application:** Show how the nominee has used public relations concepts and techniques to successfully solve problems or take advantage of opportunities.
- **Accomplishments**: List awards and other forms of recognition the nominee has received or public relations accomplishments, including being accredited (APR) and a member of the PRSA College of Fellows.
- **Service to other organizations:** Explain how the nominee's involvement in professional and business organizations has advanced the profession of public relations and its visibility.
- **Service to PRSA**: Cite offices, committee assignments, and other examples of the nominee's service to the Society.

Application information

- The candidate must be a PRSA Alaska Chapter member. Any PRSA Alaska Chapter member may nominate the candidate for the award.
- Each nomination must include:
  - a summary of qualifications, no longer than two typed pages, that includes specific examples of success (problem, solution and outcome) in each of the five areas listed above.
  - three letters that second the nomination. (Please note: no more than three letters of recommendation will be considered.) Each letter must be on letterhead and the body can be no longer than 500 words. The letters must specifically address the award criteria. At least one letter must be from a PRSA member. The letters must come from individuals separate from the nominator.
- No other information shall be considered. Any information sent that exceeds word counts, or is outside the above requirements will not be considered.
- There is no fee associated with nomination submissions

Nominee's Name _____

Job Title/Employer _____

Nominee's Contact # _____

Nominator's Name _____

Nominator's contact # _____