



**ALL AWARD APPLICATIONS WILL BE SUBMITTED ONLINE AND MUST INCLUDE:**

- Your completed entry form
- Proof of payment for your entry from PRSA Alaska's Square account such as PDF receipt
- Support materials such as pictures, letters, clippings, or other items used for the activity should be uploaded as a single PDF
- Video and audio submissions may be uploaded to the Dropbox account or a link to the work can be provided
- Copy of your Awards PowerPoint slide built off the PRSA Awards template. Please submit one slide per entry, which will be used during the awards banquet. The template is available for download on the PRSA Alaska website.
- Aurora Awards (not Awards of Excellence) should include an 80 word summary for APRs' Choice award consideration. (There is no additional fee for this award.)
- All of these items need to be uploaded to the PRSA Dropbox or emailed to AuroraAwardsAK@yahoo.com.

**SPECIAL AURORA AWARD NOMINATIONS:**

The Alaska Chapter considers nominations for three additional Aurora Awards:

- **PR Communicator of the Year Award** - presented to a chapter member who has made significant contributions to the public relations profession and the community.
- **Bruce Pozzi Chapter Service Award** - given 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** - given to an outstanding young member who has demonstrated his or her dedication to advancing himself or herself in the field of public relations and has worked toward filling leadership role in the chapter and community.

To view the complete criteria and nomination process for these awards, visit the Awards page at [www.prsaalaska.org](http://www.prsaalaska.org).

**JUDGING CRITERIA:**

All decisions by judges are final. 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 which do not meet the requirements in the enclosed checklist.

**The deadline for award entries is May 2, 2016 with late entries (an additional \$25/entry) due May 9, 2016.**



## 33<sup>rd</sup> ANNUAL PRSA AURORA AWARDS and AWARDS of EXCELLENCE

The goal of PRSA Alaska Chapter's annual award 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. The bulk of your programs must have taken place between June 1, 2015 and April 1, 2016.

The deadline for award entries is **May 2, 2016**, with late entries (additional \$25/entry) due **May 9, 2016**.

### PRSA AURORA AWARDS

For comprehensive public relations campaigns that successfully communicate a message using a variety of tools, programs and components. Awards are given for campaigns that fit the following categories:

- 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 alongwith other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

### PRSA AWARDS OF EXCELLENCE

For single public relations tools. This award recognizes the design, creation and production of such items. *Note: You may only submit a single item in one category (e.g. You may not include the same piece of "External Communications" in "Direct Mail Solicitation").*

- 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. Television coverage should be submitted on a DVD, and radio coverage on a CD.
- 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 included 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. Podcast and webcasts**
- 10. Website**
- 11. Social media** — Use of social media, including Facebook, Twitter, LinkedIn, Google+, 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.
- 12. Blogs** — Web-based journals, or blogs, that communicate either a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.
- 13. Video Material**—Including film or video public service announcement, news release or feature.
- 14. Radio Material**—Public Service Announcement, programming with public relations value
- 15. Special electronic and printed Promotional Materials**—Any materials not fitting into another category.

# 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. Please include the names of all individuals that you wish to give credit. Additional certificates may be ordered following the awards banquet (\$15 for Aurora certificates; \$10 for Awards of Excellence).

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. Company name:		
6. Do you want the company name printed on the award?	Yes	No
7. Entry designed for:		
8. Do you want this name printed on the award?	Yes	No
9. Mailing address:		
10. Name of contact, email address and phone number(s):		

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.

## ENTRY FEES - Circle 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  
\$25 – Student non-PRSSA chapter members

## SUBMISSION DIRECTIONS

# \_\_\_\_\_ this Entry Form

† **hko° Alaska's Square** at [www.prsaalaska.org](http://www.prsaalaska.org) and submit payment for your entry. During Square checkout, list the name of your award entry in the "special instructions" text box.

o \_\_\_\_\_ from Square - for example, create a PDF of the receipt.

# \_\_\_\_\_ h) 7 \_\_\_\_\_ of the h \_\_\_\_\_ Square \_\_\_\_\_ # \_\_\_\_\_ h) 7 \_\_\_\_\_ hko° \_\_\_\_\_ hko° \_\_\_\_\_ 5) Aurora Awards (not Awards of Excellence)

should include an 80 word summary for APRs' Choice Award consideration that will also be used during the awards banquet.

**All entries must be submitted individually** via the PRSA Alaska Dropbox or email [AuroraAwardsAK@yahoo.com](mailto:AuroraAwardsAK@yahoo.com) by the respective deadlines. 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](http://www.dropbox.com) to open one. Once successfully uploaded, invite [AuroraAwardsAK@yahoo.com](mailto:AuroraAwardsAK@yahoo.com) to share your folder and then email [AuroraAwardsAK@yahoo.com](mailto:AuroraAwardsAK@yahoo.com) to inform us of your entry so we can download it. For more information, visit [www.prsaalaska.org](http://www.prsaalaska.org). You must clearly label your entry and any supporting material with your company name, entry title and the category which you are entering. Each individual entry on Dropbox must be uploaded in a separate, clearly labeled folder. NOTE: video and audio submissions may be uploaded to the Dropbox account or a link to the work can be provided.

## ALL ENTRIES ARE DUE BY 5 P.M. MAY 2, 2016

Proof of payment from Square must be included with all entries. A late fee of \$25 will be charged for entries received after the deadline and before May 9, 2016. Award winners will be announced at the annual awards banquet Aug 3, 2016. Please retain a copy of these forms as a receipt, PRSA will not be mailing receipts for entries.

**All Aurora Award entries (campaigns) will be considered for the APRs' Choice Award. Alaska APRs will vote for the "APRs' Choice" Award , which will be announced at the banquet. APRs will be provided the list of all Aurora Awards nominations and summaries to vote for the top 3 that should be considered. APRs will review the full packages for those 3 nominations to select the winner.**

# CHECKLIST



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.**

## PRSA AURORA AWARD CHECKLIST

This checklist contains important rules and is an integral part of your entry. Please read it carefully and follow the instructions step by step. **FAILURE TO COMPLY MAY LEAD TO DISQUALIFICATION.**

- ☐ 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 June 1, 2015 - April 1, 2016 including evaluation.
- ☐ Entries must be submitted on 8-1/2 x 11 pages and saved as a PDF with cover information containing the category name and number, company name and contact information. No other graphics, lettering or designs are allowed on the cover.
- ☐ Introduce your activity with a concise summary **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

## PRSA AWARD OF EXCELLENCE CHECKLIST

This checklist contains important rules and is an integral part of your entry. Please read it carefully and follow the instructions step by step. **FAILURE TO COMPLY MAY LEAD TO DISQUALIFICATION.**

- ☐ Choose the most appropriate category. A single item can only be entered in one category.
- ☐ Work should have taken place between June 1, 2015 - April 1, 2016.
- ☐ Entries must be submitted on 8-1/2 x 11 pages and saved as a PDF with cover information containing the category name and number, company name and contact information. No other graphics, lettering or designs are allowed on the cover.
- ☐ Introduce your activity with a concise summary **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



## 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:
  - 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.
  - 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.
  - Show how the nominee has furthered credibility of PRSA by participating in professional activities outside of the Society.
  - 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.
- 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.
- 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 # \_\_\_\_\_



## 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, 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.
- 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 # \_\_\_\_\_