



The InSpire Awards Call for Entries 2012

On behalf of the North Carolina Chapter of The Public Relations Society of America (NCPRSA) Board of Directors, I am pleased to announce the **2012 InSpire Awards**. As the premier PR organization in the Triangle area and points east, we are proud to present our awards program, which will honor communications programs that have achieved great success and inspired others across our region during the past year.

Communications professionals across the state are producing some great work and even better results, and we believe you should receive some well-deserved recognition for your accomplishments both regionally and nationally. For that reason, our awards program is modeled after PRSA's Silver and Bronze Anvil Awards, so you can easily submit an entry for an InSpire Award and then adapt your entry for the national award program. What's more, our timeframe for award submissions mirrors that of PRSA, which should make it even easier to enter both award programs.

Please note that we modified several awards categories by creating the following subcategories (a full description of these subcategory designations is listed on the last page of the Call to Entries document):

- A. Business – Products/Services
- B. Government/Associations/Nonprofit Organizations

By adding subcategories to every Silver Award and several designated Bronze Awards, it should give organizations with typically smaller budgets more of an opportunity to compete for an InSpire Award. However, should we receive fewer than two entries per subcategory, NCPRSA reserves the right to judge all entries under the respective category together.

After the judging process is complete and winners are selected, we invite you to celebrate with us at the InSpire Awards banquet later this spring. Look for your invitation to the banquet in the coming weeks.

If you're interested in sponsoring the InSpire Awards, please refer to page three for information on sponsorship levels, benefits and contact information.

The InSpire Awards program is your chance to shine! We hope you'll take advantage of this unique opportunity to gain well-deserved recognition and to share your successes with your peers.

Thanks and good luck!

Eva Hornak
2012 NCPRSA President

Who Can Enter

The InSpire Awards are open to corporate communications and marketing communications teams, public relations agencies, public affairs firms, investor relations agencies, publicists, nonprofits, PR educational professionals, students (see page three for student submission information), and government PR teams, as well as solo practitioners.

Eligibility

Entries must be for work conducted between Jan. 1, 2011, and Dec. 31, 2011. Some of the work must have occurred during this period. A program near the end of its completion, when evaluation against initial objectives can be measured, tends to have a better chance of winning.

Entry Fees and Deadlines

The early-bird deadline is **5 p.m. Feb. 17, 2012** (in-hand). For entries received by Feb. 17, the rates are as follows:

- NCPRSA Member: \$75 for first entry, \$50 for additional entries
- Non-Member: \$100 for first entry, \$75 for additional entries.

The final deadline is **5 p.m. Feb. 24, 2012** (in-hand). For entries received after Feb. 18, but by **Feb. 24**, all rates increase by \$25:

- NCPRSA Member: \$100 for first entry, \$75 for additional entries
- Non-Member: \$125 for first entry, \$100 for additional entries.

Payment may be made by credit card (Visa or MasterCard only), check or money order (U.S. funds only) payable to NCPRSA in the appropriate amount during the [online registration](#) process. Entry fees are not refundable. Please do not register until you are certain that you will be able to submit your entry.

Judging

Entries will be shipped during the first week of March to PRSA New Orleans for judging. They will return the entries with the judges' comments to NCPRSA by the first week of April. Shortly thereafter, NCPRSA will notify those registrants who had winning entries, but the exact awards will not be announced until the InSpire Awards banquet. Award entries can be picked up at the banquet.

Contact

If you have any questions about the awards program or submitting your entry, please contact Anna-Marshall Gauss (agauss@capstrat.com) at 919-882-1972.

Sponsorships

If you're interested in sponsoring the InSpire Awards, we welcome support at the following levels:

- Premier – \$500
- Gold – \$350
- Silver – \$200

Sponsors enjoy benefits such as signage, logos on the website and program, and free tickets to the event.

Contact Katherine Smart (919-270-3714 or kfs@embarqmail.com) and visit our [website](#) for more details on sponsorships.

Students

All college students currently enrolled in a college or university are invited to enter. All entries must be registered online to be considered. Bateman entries are acceptable, but other entries are welcome! Please note that if you are submitting a Bateman entry, it should be clearly noted as such. Students may also submit an entry as a group.

Final student deadline: 5 p.m. Feb. 24, 2012 (in-hand).

Student fee: \$25 per entry

Payment may be made by credit card (Visa or MasterCard only), check or money order (U.S. funds only) payable to NCPRSA in the appropriate amount during the [online registration](#) process. Entry fees are not refundable. Please do not register until you are certain that you will be able to submit your entry.

Silver InSpire Awards

The Silver InSpire Awards recognize organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. The organizations have created programs that incorporate sound research, planning, execution and evaluation. They must meet the highest standards of performance in the profession.

How to Prepare Your Entry

All entries must be [registered online](#) to be considered. Entrants must select a single subcategory per entry: (A) Business – Products/Services, or (B) Government/Associations/Nonprofit Organizations. However, entrants may choose to enter their program in more than one category, provided the entry applies to the specific criteria stated within that category. The entry must be submitted with a separate category-appropriate two-page summary, binder and entry form, as well as a separate entry fee for each additional category entered. Entrants should examine program objectives and target audiences in deciding which category is most appropriate. **Judges will not move entries into other categories. Should we receive fewer than two entries per subcategory, NCPRSA reserves the right to judge all entries under the respective category together.**

Entries should be limited to one hardcover three-ring binder no more than three inches thick. Pages should be no larger than 8 1/2" X 11" and have no smaller than a 10-point typeface and 1-inch margins. The stiff-spine binder should be free of lettering, labels, drawings or other artwork.

A concise summary — no longer than two pages — must be included in the front of the binder. Each of the four criteria — research, planning, execution and evaluation — must be addressed. The two-page summary should be typed using no smaller than a 10-point typeface and 1-inch margins. (See the two-page summary description in the section below.)

The binder should include any supporting materials referenced in the two-page summary. This more detailed information should be in tabbed sections behind the two-page summary. For example, if you reference a public relations planning document, a copy of the plan should be placed in the binder. Other examples of supporting materials are research reports, surveys, news releases, clippings and samples of tactical materials.

A 100-word summary about your program must be included. This will be used to describe your entry at the awards banquet if it receives an InSpire Award.

Two-page summary (include research, planning, execution, and evaluation)

The two-page summary is the single most important component of the Silver InSpire Award entry. Judges evaluate the program on the merit of the four criteria — research, planning, execution and evaluation — that you share in your two-page summary. Please begin your entry by providing a **brief situation analysis** about your program.

The questions below are designed to help you write your two-page summary:

- Research
 - What prompted the research? Was it in response to an existing problem or to examine a potential problem?
 - What type of research did you use — primary, secondary or both? Primary research involves original research, including focus groups, interviews and surveys. Secondary

research involves searching existing resources for information or data related to a particular need, strategy or goal (e.g., online computer database searches, web-based research, library searches, industry reports and internal market analyses).

- How was the research relevant to shaping the planning process?
- How did the research help define or redefine the audience(s) or the situation?

- Planning
 - How did the plan correlate to the research findings?
 - What was the plan, in general terms?
 - What were the specific, measurable objectives of the plan?
 - Who were the target audiences?
 - What was the overall strategy used?
 - What was your budget?

- Execution
 - How was the plan executed and what was the outcome?
 - How did the activities flow, in general terms?
 - What were the key tactics?
 - Were there any difficulties encountered? If so, how were they handled?
 - Were other organizations involved?
 - Were non-traditional public relations tactics used, like advertising? (Unless you are entering this program under "Integrated Communications," advertising costs should not exceed one-third of the budget.)

- Evaluation
 - What method(s) of evaluation were used?
 - What were your results?
 - How did the results compare to the specific, measurable objectives you identified in the planning section?

Final Checklist

Remember to enclose the following for Silver InSpire Award consideration:

1. Printed confirmation email from the [online entry form](#) (required, one per entry). If you are not [paying online](#) with credit card, please enclose a check made payable to NCPRSA.
2. Entry (one binder, not to exceed 3 inches thick)
3. Two-page summary (minimum of 10-point typeface and 1-inch margins)
4. 100-word summary statement

Mail your printed confirmation email from the online entry form, binder, two-page summary, summary statement and payment (if paying by check) to:

Capstrat
Attn: Anna-Marshall Gauss
1201 Edwards Mill Road, First Floor
Raleigh, NC 27607

Silver InSpire Awards

1. Community Relations

- 1 A. Business – Products/Services
- 1 B. Government/Associations/Nonprofit Organizations

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. (Campaigns designed to promote products should be entered in category 5.)

2. Reputation/Brand Management

- 2 A. Business – Products/Services
- 2 B. Government/Associations/Nonprofit Organizations

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. (Campaigns designed to launch or promote a specific product or service launch or sales/marketing effort should be entered in category 5.)

3. Events and Observances

- 3 A. Business – Products/Services
- 3 B. Government/Associations/Nonprofit Organizations

Includes programs or events scheduled for one or more days. Events may include commemorations, observances, openings, celebrations, year-long anniversary events or other special activities.

4. Public Affairs/Public Service

- 4 A. Business – Products/Services
- 4 B. Government/Associations/Nonprofit Organizations

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. An entry could also include programs that advance public understanding of societal issues, problems or concerns (public service). (Similar programs conducted principally to enhance an organization's standing, or to otherwise serve its interests directly, will fall in category 2.)

5. Marketing — Consumer Products or Services, Business-to-Business

- 5 A. Business – Products/Services
- 5 B. Government/Associations/Nonprofit Organizations

Includes programs designed to introduce new products or promote existing products or services to a consumer or business-to-business audience.

6. Global Communications

- 6 A. Business – Products/Services
- 6 B. Government/Associations/Nonprofit Organizations

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

7. Crisis Communications/Issues Management

- 7 A. Business – Products/Services
- 7 B. Government/Associations/Nonprofit Organizations

Includes programs that deal with an unplanned event that requires immediate response. Could also include programs dealing with issues that could extraordinarily affect ongoing business strategy.

8. Internal/Employee Communications

8 A. Business – Products/Services

8 B. Government/Associations/Nonprofit Organizations

Includes programs targeted specifically to special publics directly allied with the organization (e.g., employees, members, affiliated dealers or franchisees).

9. Investor Relations

Includes programs directed to shareowners, other investors and the investment community.

10. Multicultural Public Relations

10 A. Business – Products/Services

10 B. Government/Associations/Nonprofit Organizations

For any type of program (e.g., institutional, marketing, community relations) specifically targeted to a cultural group.

11. Integrated Communications

11 A. Business – Products/Services

11 B. Government/Associations/Nonprofit Organizations

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.

Bronze InSpire Awards

The Bronze InSpire Awards recognizes outstanding public relations tactics, the individual items or components of programs or campaigns.

How to Prepare Your Entry

All entries must be [registered online](#) to be considered. Entrants must select a single category or subcategory (if subcategories are identified) per entry. However, entrants may choose to enter their program in more than one category or subcategory, provided the entry applies to the specific criteria stated within that category. The entry must be submitted with a separate, category-appropriate, one-page summary (see description below), entry form and tactic, as well as a separate entry fee for each additional category entered. In deciding which category is most appropriate, entrants should examine tactic objectives and target audiences. **Judges will not move entries into other categories.** Should we receive fewer than two entries within a category or subcategories — (A) Business – Products/Services, or (B) Government/Associations/Nonprofit Organizations — NCPRSA reserves the right to judge all entries under the respective category together.

One-page summary (include planning/content, creativity/quality, technical excellence and results)

A concise summary — no longer than one typewritten page — must accompany the entry. The one-page summary is the single most important component of the Bronze InSpire Award entry. Judges evaluate the tactic on four key areas — planning/content, creativity/quality, technical excellence and results. (Media relations categories are not judged on technical excellence.) Within these areas, the summary should include measurable objectives, target audiences, budget and any other specific information requested in the individual category. Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met and how the entry impacted the success of a broader or ongoing program. The one-page summary should be no smaller than a 10-point typeface and 1-inch margins.

Enclose a copy of the tactic (as requested in the individual category).

Binders are not required. However, if your entry requires a binder to contain the materials you submit, it should have a maximum standard 1-inch spine.

Final Checklist

Remember to enclose the following for Bronze InSpire Award consideration:

1. Printed confirmation email from the [online entry form](#) (required, one per entry). If you are not [paying online](#) with credit card, please enclose a check made payable to NCPRSA.
2. Entry (tactic as requested in the individual category)
3. One-page summary (required, minimum of 10-point typeface and 1-inch margins)

Mail your printed confirmation email from the online entry form, copy of the tactic, one-page summary and payment (if paying by check) to:

Capstrat
Attn: Anna-Marshall Gauss
1201 Edwards Mill Road, First Floor
Raleigh, NC 27607

Bronze InSpire Awards

Tactics:

1. Media Relations

1 A. Business – Products/Services

1 B. Government/Associations/Nonprofit Organizations

Tactics, programs and events driven entirely by media relations for a consumer product or service, business-to-business, association, nonprofit organization or government agency. 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. TV coverage should be submitted on a DVD and radio coverage on a CD.

2. Feature Stories*

Submit text of feature article as well as documentation of publication and placement. The feature article should have been written by the practitioner and submitted and published through his/her efforts. The one-page summary should include target audience, measurable objectives and any documented results.

3. Editorials / Op-Ed Columns*

Opinion articles written as an editorial, guest column or letter to the editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, results and budget.

4. Websites

Use of a website, intranet or online media room as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. In addition, include the website URL for external sites. Online media rooms should be for media only.

5. Multi-Media Communications

Use of multi-media technology (media kit, newsletter, annual report, brochure and/or direct mail) to produce traditional public relations tactics. Submit the one-page summary and CD-ROM of the tactic to reflect its quality, execution and technical excellence.

6. Social Media

6 A. Business – Products/Services

6 B. Government/Associations/Nonprofit Organizations

Includes blogs, blogger campaigns, smartphone applications, Web widgets and word-of-mouth tactics. A blog is a Web-based journal that communicates either a corporate, public service or industry position. A blogger campaign is proactive outreach to the blogger community on behalf of a product, service or organization. Word-of-mouth is a tactic that gets key audiences talking or provides an avenue for conversation through the use of different techniques such as viral marketing, sampling loyalty programs, general word-of-mouth marketing, street marketing, etc.

The one-page summary should include rationale for social media strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. For a blog, include screen downloads of the blog being entered, as well as the actual site URL, as part of the story. For a blogger campaign, include a copy of the outgoing messages and the resulting blog entries either printed or on a CD. For a word-of-mouth entry, submit any supporting documentation.

The use of smartphone applications or Web widgets must be as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application or web widget.

7. Creative Tactics

Unconventional, creative tactic or approach used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (If objects are large or bulky, a photograph or video representation should be sent.)

8. Press Conferences

One-time event specifically to announce news to target media about a product, service, issue or organization. A series of events or multi-day effort does not belong in this category. The one-page summary should address logistics, execution and quantifiable measures to demonstrate the press conference achieved its stated objectives.

9. Press Kits / Media Kits

News releases, photographs and other background information compiled for an organization, product or issue. Submit one copy of the press kit or media kit along with the one-page summary. (For online or electronic versions, enter category 7 for multi-media press kits/media kits.)

10. Podcasts / Webcasts

A podcast is a downloadable audio or video program or show for play on MP3 players. A webcast is a media file distributed over the Internet using streaming media technology, which may be live or recorded. The one-page summary should include rationale for podcasting/vodcasting/webcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast/vodcast/webcast being entered on a CD/DVD or USB flash drive, as well as the webcast site URL.

Submit CD, DVD or USB flash drive along with the one-page summary. Summary should include usage statistics or other means of quantified measurement to support stated objectives.

11. Video News Releases / Satellite Media Tours

A video news release is a pre-produced video distributed to television stations to inform target audiences about an event, product, service or organization. Satellite media tours are live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service or organization. Entries may consist of edited DVD and sound bites or one to two of the representative placements on a single DVD. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

Submit CD, DVD or USB flash drive along with the one-page summary. Summary should include usage statistics or other means of quantified measurement to support stated objectives.

12. Internal / External Video Programs

Video programs targeted toward external or internal audiences. Entrants should submit programs on a DVD as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

Submit CD, DVD or USB flash drive along with the one-page summary. Summary should include usage statistics or other means of quantified measurement to support stated objectives.

13. Public Service Announcements (PSAs) – Television, Radio, Print

Audio or video productions of one minute or less distributed to television or radio stations, or print ads distributed to newspapers and/or magazines as nonpaid announcements. Single productions or a series addressing the same issue may be submitted on a single CD/DVD. Single ads or a series of ads addressing the same issue may be submitted but copies of the actual print PSA must be included in the entry. The one-page summary should include documentation of results that support stated objectives.

14. Newsletters

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues along with the one-page summary.

15. Brochures

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication along with the one-page summary.

16. Magazine

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit three consecutive issues along with the one-page summary.

17. Publications

Single-issue publications designed for a special purpose, such as single-issue newsletters, booklets and calendars. Books and other publications not eligible for consideration in other categories should be entered here. Submit one copy of the publication along with the one-page summary.

18. Annual Reports

Publications that report on an organization's annual performance. Submit one copy of the publication along with the one-page summary. (For online or electronic versions, enter category 7 for multi-media annual reports.)

19. Direct Mail / Direct Response

Communications designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions by the target audience recipients resulting solely from the sponsor's communication should be detailed in the summary. Submit one copy of the publication along with the one-page summary.

20. Speeches*

Submit text of speech along with one-page summary. Summary should include information on audience, purpose of speech and any documented results against the stated objectives.

21. Advertorials*

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Submit text of editorial matter and documentation of publication. The one-page summary should include target audience, measurable objectives and budget.

22. Research / Evaluation

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Samples of the methodology and findings of any research should be included in the entry, along with the one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

**Entries in categories 2 - Feature Stories, 3 - Editorials/Op-Ed Columns, 20 - Speeches and 21 - Advertorials must be written in their entirety or substantively by the entrant and not merely "pitched."*

*****Subcategory Definitions**

Use the following definitions to help you decide the most appropriate subcategory based on your program's objectives and audiences.

Business-Products and Business-Services

These subcategories include all profit-making entities.

Government

This subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

Association

This subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

Nonprofit

This subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories. It is not intended for organizations that may have nonprofit status but are clearly business organizations. Programs receiving funding or support from private or government organizations should be entered in those respective subcategories.