



2018 Call for Entries

Early-Bird Deadline: Friday, March 9, 11:59 p.m. ET

Final Deadline: Friday, March 16, 11:59 p.m. ET

Calling all public relations pros from the Triangle to the coast:
It's time to compete for top honors in the North Carolina Public Relations Society of America's **2018 InSpire Awards!**

On behalf of the NCPRSA Board of Directors, I'm excited to announce this year's call for entries. The InSpire Awards honor our region's most successful and innovative communications programs of the past year. Communications professionals from agencies, corporate shops, nonprofits, associations, and government offices, as well as solo practitioners across our area produced outstanding work and achieved fantastic results throughout 2017. Now's the time to compete for our profession's top honors.

We model our awards program on PRSA's Silver and Bronze Anvil Awards, which makes it even easier to enter both!

Please note that several of our award categories are divided into these subcategories:

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

You'll find full descriptions of all award categories and subcategories further along in this document. With subcategories for Silver and Bronze Awards, there's a category for everyone regardless of budget. However, should we receive fewer than two entries for a subcategory, we reserve the right to have all entries judged under a respective category together.

NCPRSA has partnered with the Memphis Chapter of the Public Relations Society of America to judge our entries this year.

When the judging is completed and winners selected, we invite you to celebrate with us at the 2018 InSpire Awards gala event on Thursday, May 17, 2018 at the City Club in Raleigh. Look for details and your invitation soon.

If you'd like to sponsor the gala event, please contact Travis Bullard, NCPRSA Awards Chair, at bullard@apcoworldwide.com.

The InSpire Awards gives you a chance to shine! We hope you'll enter for the chance to get the recognition your hard work deserves!

Thanks, and good luck!

Sarah Hattman, APR
2018 President
NCPRSA

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 below for information on student submissions), government PR teams and solo practitioners based in the Raleigh-Durham (Fayetteville) Designated Market Area and east to the North Carolina coast (this includes the Greenville-New Bern-Washington and Wilmington markets). Additionally, entries will be accepted for campaigns and tactics designed for execution in the above-mentioned region. (For example, if you or your organization is located in Charlotte, but you created a campaign for a company in Raleigh or Manteo in 2017, you can submit that work for an award.)

Eligibility

Entries must be for work conducted between January 1, 2017 and December 31, 2017. 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.

Students

All 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. Student projects may also be submitted by a teacher or advisor, or students may also submit an entry as a group.

Entry Fees and Deadlines

To make the Early-Bird deadline, entries and fees must be received no later than **Friday, March 9, 2018 at 11:59 p.m. ET**. The following Early-Bird rates apply to entries received by this deadline:

- NCPRSA Member: \$75 for the first entry, \$50 for each additional entry
- Non-Member: \$100 for the first entry, \$75 for each additional entry

The final deadline is **Friday, March 16, 2018 at 11:59 p.m.** All entries and fees must be received no later than this date to be considered. The following fees apply to entries received after **Friday, March 9, 2018:**

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

Payment may be made in full by credit card (Visa, MasterCard or American Express only) online at <https://ncprsa.org/awards/> during the online registration process. Please do not register until you are certain that you will be able to submit your entry.

Student Entry Fee and Deadline

Student entry fees are \$25 per entry and must be received no later than the final deadline date of **Friday, March 16, 2018 at 11:59 p.m.**

Entry Format

We are pleased that for your convenience, **only electronic submissions will be accepted** - no binders or hardcopies.

Judging

Entries will be sent to the Memphis Chapter of the Public Relations Society of America. They will return the entries with the judges' comments to NCPRSA. NCPRSA will notify those registrants who had winning entries, but the exact awards will not be announced until the InSpire Awards banquet.

Entry Fees

Note that all entry fees are not refundable.

Contact

If you have any questions, contact Travis Bullard at tbullard@apcoworldwide.com

Sponsorships

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

- Premier – \$500
- Gold – \$350
- Silver – \$250
- Bronze – \$100

Sponsors enjoy mentions throughout the entry period, during the InSpire Awards banquet and following the event, including signage, logos on the website and event programs and free tickets to the banquet. Contact Travis Bullard at tbullard@apcoworldwide.com for more details on sponsorships.

Silver InSpire Awards

The Silver InSpire Awards recognize practitioners who have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. The organizations have created complete 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 at <https://ncprsa.org/awards/> to be considered. Entrants must select a single subcategory* - either (A) Business – Products/Services, or (B) Government/Associations/Nonprofit Organizations – where appropriate for each entry. Entrants may choose to enter their programs in more than one category provided the entry meets the specific criteria stated for that category. The entry must be submitted electronically with a separate category-appropriate two-page summary 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. **Only electronic entries will be accepted this year.** Please combine all materials into one PDF document.

*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.

NOTE: Judges will not move entries into other categories. Should we receive fewer than two entries per subcategory, NCPRSA reserves the right to have all entries judged under the respective category together.

A concise summary — no longer than two pages — must be included with each entry. 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 one-inch margins. (See the two-page summary description in the below section.)

The entry should include any supporting materials referenced in the two-page summary. This detailed information should be in clearly labeled in the submitted materials. For example, if you reference a public relations planning document, a copy of the plan should be included in the entry. Other examples of supporting materials are research reports, surveys, news releases, clippings and samples of tactical materials. If your entry has a video component that can be found online, make sure to include a link to the website URL in the written entry.

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

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 they 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 methods 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. Confirmation email from the online entry form (required, one per entry).
Payment Deadline: Payment must be submitted at the time of entry.
2. Two-page summary
3. 100-word summary statement
4. Confirm that the title of the entry and the file name match.
5. Upload entry including all materials as one (1) PDF file format

Silver InSpire Awards Categories and Subcategories

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

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

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

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

3. Events and Observances: 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.

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

4. Public Affairs/Public Service: 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.)

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

5. Marketing — Consumer Products or Services, Business-to-Business: Includes programs designed to introduce new products or promote existing products or services to a consumer or business-to-business audience.

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

6. Global Communications: 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.

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

7. Crisis Communications/Issues Management: 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.

- 7 A. Business – Products/Services

7 B. Government/Associations/Nonprofit Organizations

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

8 A. Business – Products/Services

8 B. Government/Associations/Nonprofit Organizations

9. Investor Relations: Includes programs directed to shareowners, other investors and the investment community.

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

10 A. Business – Products/Services

10 B. Government/Associations/Nonprofit Organizations

11. 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.

11 A. Business – Products/Services

11 B. Government/Associations/Nonprofit Organizations

Bronze InSpire Awards

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

How to Prepare Your Entry

All entries must be registered online at <https://ncprsa.org/awards/> to be considered. Entrants must select a single category or subcategory (if subcategories are identified) per entry. Entrants may choose to enter their programs in more than one category or subcategory provided the entry meets the specific criteria stated for 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. Should we receive fewer than two entries within a subcategory* — (A) Business – Products/Services, or (B) Government/Associations/Nonprofit Organizations — NCPRSA reserves the right to have all entries judged under the respective category together. **Only electronic entries will be accepted this year.** Please combine all materials into a PDF, WORD or universal file format to be uploaded to Dropbox (details to be announced shortly).

*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.

NOTE: Judges will not move entries into other categories. Should we receive fewer than two entries per subcategory, NCPRSA reserves the right to have all entries judged under the respective category together.

One-page Summary

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.) The one-page summary should be no smaller than a 10-point typeface and one-inch margins. If your entry has a video component that can be found online, make sure to include a link to the website URL in the written entry.

Within these areas, the summary should include:

- Measurable objectives
- Target audiences
- Budget
- 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.

Final Checklist

Remember to enclose the following for Bronze InSpire Award consideration:

- Confirmation email from the online entry form (required, one per entry).

Payment Deadline: Payment must be submitted at the time of entry.

- One-page summary
- 100-word summary statement
- Confirm that the entry title and file name match.
- Upload entry including all materials as one (1) PDF file format

Bronze InSpire Awards Categories and Subcategories

Tactics

1. Media Relations: 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 and radio broadcast coverage should be uploaded along with the entry.

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

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 a copy of the tactic to reflect its quality, execution and technical excellence.

6. Social Media: Includes blogs, blogger campaigns, smartphone/tablet 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 grabs 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. 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.

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

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 along with a photograph or video representation of the tactic.

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, a copy of the actual podcast/vodcast/webcast being entered and the webcast site URL.

NOTE: Summary should include usage statistics or other means of quantified measurement to support stated objectives

11. Video News Releases / Satellite Media Tours / Internal / External Video Programs: 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 video and sound bites or one to two of the representative placements. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives, and clearly state if the video program was targeted toward external or internal audiences. Entrants should upload programs as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

NOTE: Summary should include usage statistics or other means of quantified measurement to support stated objectives.

12. 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. 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.

13. 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.

14. 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.

15. 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.

16. 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.

17. 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.)

18. 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.

19. 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.

20. 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.

21. 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."*