



Bronze InSpire Awards

How to Prepare Your Bronze (Tactic) Entry

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

Rules

- All entries must be registered online at www.ncprsa.org 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. *In deciding which category is most appropriate, entrants should examine tactic objectives and target audiences.*
- The entry must be submitted with a separate, category-appropriate, one-page summary (see description below), tactic, registration form, and separate entry fee for each additional category entered.
- Should NCPRSA 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.
- A 100-word description must be included (see details below in the section below).
- A concise summary — no longer than one typewritten page — must accompany the entry. The one-page summary should be no smaller than a 10-point typeface and one-inch margins. (see more details in the section below).
- Entrants must combine all materials into one (1) PDF file to be uploaded upon registration.

100-word Description

This brief description about your program must be included. This will be used to describe your entry at the awards banquet if it receives an InSpire Award.

One-page Summary

The one-page summary is the single most important component of the Bronze InSpire Award entry.

Judges evaluate the tactic on four key areas:

1. Planning/Content
2. Creativity/Quality
3. Technical Excellence (Media relations categories are not judged on technical excellence.)
4. Results

Within these areas, the summary should include:

- Measurable objectives
- Target audiences
- Budget (if a budget amount cannot be disclosed due to client, you must still address/account for budget)
- Any other specific information requested in the individual category (see *Bronze InSpire Awards Categories and Subcategories* document)
- 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.

***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.

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."*

Bronze InSpire Award Final Checklist

- Confirmation email from the online entry form (required, one per entry).
- Payment – payment must be submitted at the time of entry.
- 100-word summary statement
- One-page summary
- Tactic/Entry (see *Bronze Award Category and Subcategories* document for details. 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.)
- Confirm that the entry title and file name match.
- Upload entry, including all materials, as one (1) PDF file format