



Silver InSpire Awards How to Prepare Your Silver (Campaign) Entry

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

Rules

- All entries must be registered online at www.ncprsa.org 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. Entrants should examine program objectives and target audiences in deciding which category is most appropriate.
- Each entry must be submitted electronically with:
 - a separate, category-appropriate, 100-word description (see details in section below)
 - a separate, category-appropriate, two-page summary (see details in section below)
 - entry form
 - entry fee and separate entry fee for each additional category entered.
- **Only electronic entries will be accepted.**
- All materials must be combined into one PDF document.

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.

Two-page Summary

The two-page summary is the single-most important component of the Silver InSpire Award entry.

A concise summary must be included with each entry.

- Each of the four criteria — research, planning, execution and evaluation — must be addressed.
- The summary should be no longer than two pages.
- The two-page summary should be typed using no smaller than a 10-point typeface and one-inch margins.

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.

Two-page Summary, continued

Judges evaluate the program on the merit of four criteria that you share in your two-page summary:

1. **Research**
2. **Planning**
3. **Execution**
4. **Evaluation**

Please begin your entry by providing a **brief situation analysis** about your program.

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

Research

- What prompted the research?
 - In response to an existing problem?
 - To examine a potential problem?
 - Something different?
- 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? (If a budget cannot be disclosed, you still must address the 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?

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.

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

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
- Two-page summary
- Supporting documents, clearly labeled
- Combine all materials into one PDF file
- Confirm that the entry title and PDF file name match
- Upload entry, including all materials, as one (1) PDF file format