



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 and payment accepted online to be considered. To access the submission form, click [here](#).
- 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.
- Only electronic entries will be accepted.
- A 100-word description must be included (see details below in the section below).

100-word Description

This brief description about your program must be included. This will be used to describe your entry at the awards banquet and on NCPRSA's website 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. 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.

Tips

Judges evaluate the tactic on four key areas:

1. Planning/Content
2. Creativity/Quality
3. Technical Excellence
4. Results

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)

Bronze Categories:

- B1. Media Relations
- B2. Feature Stories
- B3. Editorial / Op Eds
- B4. Websites
- B5. Multimedia Communications
- B6. Social Media
- B7. Creative Tactics
- B8. Press Conference
- B9. Press Kits / Media Kits
- B10. Podcasts
- B11. Video Releases
- B12. Newsletters, Brochures, Magazines, Publications
- B13. Annual Reports
- B14. Direct Mail
- B15. Speeches
- B16. Advertorials
- B17. Research and Evaluation