



## **Paper Anvil Awards 2021 Call for Entries**

PRSA Nebraska's Paper Anvil Awards program is an annual competition that recognizes programs and projects demonstrating excellence in the public relations profession. The awards competition is open to all communications practitioners who reside in Nebraska. A significant portion of the work in all entries must have been implemented after August 1, 2021.

All entries will be uploaded and judged via our online platform, OpenWater. We will only be accepting online award entries. No printed submissions will be accepted. The URL for entry will be available after August 2, 2021.

The Paper Anvil Awards program is mirrored after the PRSA National Silver and Bronze Anvil Programs. Practitioners entering programs and projects for Silver or Bronze Anvil consideration may also submit copies of the same materials to PRSA Nebraska's Paper Anvil Awards.

There are 29 categories for award entries. **Recipients will be honored at the virtual PRSA Nebraska Paper Anvil Gala & Awards ceremony on December 1, 2022.**

### **In this document, you will find:**

- Eligibility and Important Dates
- Submission Guidelines
- Award Categories
- Submission Tips

### **Have questions? Please contact:**

Lyn Wineman, Paper Anvil Awards Chair  
[lyn.wineman@kidglov.com](mailto:lyn.wineman@kidglov.com)

# ELIGIBILITY AND IMPORTANT DATES

## Entry Eligibility

- Each Paper Anvil Awards category is open to all communications practitioners who reside in Nebraska.
- It is not necessary to be a PRSA member in order to submit for an award.
- A significant portion of the work must have been conducted after August 1, 2021.
- The same material may be submitted in more than one category, but separate entry forms, fees, supplemental materials and entry details are required.

## Award Entry Deadlines and Important Dates

Payment, entries and all supplemental materials must be received by 11:59 p.m. on the day of the deadline.

- Early Bird Deadline: **Monday, September 1, 2022**
  - Early deadline fees: \$75 for PRSA Nebraska members, \$90 for non-members, \$20 for students.
- Regular Deadline: **Monday, September 15, 2022**
  - Regular deadline fees: \$85 for PRSA Nebraska members, \$100 for non-members, \$30 for students.
- Extended/Late Deadline: **Monday, September 29, 2022**
  - Late deadline fees: \$105 for PRSA Nebraska members, \$120 for non-members, \$50 for students.
- Individual Professional Nomination Deadline: **Monday, October 3, 2022**
- Virtual Awards Gala: **Thursday, December 1, 2022**

# SUBMISSION GUIDELINES

## Submit the Following for Program, Student and Project Award Entries

- **Summary** (*Projects* – 1 page plus cover, *Programs* up to 2 pages plus cover)
  - Include a cover page followed by a one- or two-page concise summary addressing the categories of (1) Research, (2) Planning, (3) Execution, and (4) Evaluation.
  - Summaries should be free of logos, drawings or other artwork. (Entries will be penalized if files exceed the page limit or have any ornamentation).
  - Pages should be no larger than 8.5x11” and type should be no smaller than 10-pt and one-inch margins.
- **Supporting Materials**
  - Upload only 1-5 supporting materials for each entry.
  - Examples: copy of PR planning document, press clippings, press kits, reports, letters, pictures, samples of tactical materials.
- **Optional Materials**
  - Any additional materials that will be useful for judges to review while scoring.
- **Graphic Composite**

- One image (JPG or PDF) that can be shown if the entry is a winner. Please format in the manner you would like your work to be represented on the screen during the awards presentation.
- **Entry Description**
  - 100-word description of your entry if honored during the virtual gala. This may be part of your 1-2 page summary or submitted in a separate document. ***If entering a project or program in multiple categories, you must submit different 100-word summaries for each entry.***

#### **Submission Details**

- Entries must be uploaded to OpenWater in PDF format to <https://prsa-nebraska.secure-platform.com/a>
- Upload your documents using the following file label: **Category Number\_Organization.**
- Supporting or optional materials should be uploaded separately from the entry summary document.
- Entries that exceed specified size, length or format parameters will not be considered. All digital materials submitted become the property of PRSA Nebraska.
- Finalists will be notified by email prior to the virtual awards gala registration deadline. All finalists will have won either an Award of Excellence, Award of Merit, and/or Best of Show but the actual results will not be announced until the virtual event.

#### **Judging**

- Entries will be evaluated by a panel of judges made up of PRSA members from a PRSA chapter of a similar size market and will be judged on the following criteria: (1) Research, (2) Planning, (3) Execution and (4) Evaluation.
- In the event a judge has a close affiliation with a particular entrant or entry, that judge will abstain from evaluating that category.
- Awards may not be given in a particular category if judges determine that entries do not qualify for excellence recognition. Judges may assign an entry to another category if they deem it more appropriate.
- Judges' decisions are final.

#### **Entry Fees**

- Each entry submitted for judging requires a separate entry fee.
- Only PRSA Nebraska members in good standing qualify for the member rate. The member's name must appear on entries submitted at the member rate. To receive the member rate, the PRSA Nebraska member must have contributed substantially to the program or project.
- Fees will not be refunded for entries that qualify for the member rate but were entered at the nonmember rate.
- All entries must be submitted online and paid for by 11:59 p.m. on the day of the deadline. An email confirmation of payment will be sent to the email address provided. Your entry will NOT be judged if payment is not received.

#### **Award Entry Definitions**

Consult these definitions to help you decide the most appropriate category for your program or project's objectives and audiences:

- **Business-Products and Business-Services** - These subcategories include all profit-making entities. A company that derives half or more of its sales from manufacturing products should enter under “Products.” A company that derives half or more of its revenues by providing services (such as banks, utilities, retailers and transportation companies) should enter under “Services.”
- **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 subcategories or “Partnerships.”
- **Partnerships** - This subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.
- **Packaged Goods** - This subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries and cosmetics.
- **Non-Packaged Goods** - This subcategory refers to consumer products, such as clothing, appliances and furniture.

## AWARD CATEGORIES

Award categories include:

- Chapter Service Awards
- Program Awards
- Student Awards
- Project Awards

### CHAPTER SERVICE AWARDS

PRSA Nebraska recognizes the efforts of its members through Chapter Awards. PRSA members may nominate deserving recipients in each of the categories.

#### Professional of the Year

Presented to an individual who represents the best in public relations in 2021-22. Is there one individual whose contributions to the program or profession stand out as an outstanding example of the management function that establishes mutually beneficial relationships between an organization and the public on whom its success or failure depends? Don't miss this opportunity to nominate worthy candidates for one of our chapter's most prestigious awards.

#### Special Achievement in Public Relations

Presented to a member, regardless of years in the field, for an outstanding singular achievement or for the outstanding representation of the profession through their job.

#### **Nebraska Chapter Service Award**

This award recognizes a chapter member who, through their service to the organization, has provided leadership, exceeded the expectations of their responsibility, or in some significant way, assisted in strengthening the chapter during the year.

#### **Community Service Award**

This award recognizes an organization or business that has made significant contributions to the common good of the community through participation in important activities, elevating the professional practice of public relations.

#### **Newcomer of the Year**

Presented to an individual who has been a member of PRSA for one to three years and has made a significant contribution to PRSA Nebraska through leadership and/or committee membership. This person should have demonstrated a significant contribution to the public relations profession.

#### **Media Partner of the Year**

This award recognizes a Media professional in Nebraska who has made a significant effort to foster connection and community in their market. This includes but is not limited to a focus on truth, accuracy, and fair representation. *Nominees do not need to be PRSA NE members in order to be considered.*

#### **Entry Guidelines**

To submit a nomination, please send a completed copy of the fields below, and a letter of recommendation explaining why the named person should be recognized to Lyn Wineman, Paper Anvil Awards Chair, via email at: [lyn.wineman@kidglov.com](mailto:lyn.wineman@kidglov.com) no later than 11:59 p.m. on **Monday, October 3, 2022**. All entries should clearly specify the individual award for which they are submitting the nominee.

##### **Nominator Required Information:**

Name:

Company:

Title:

Email Address:

##### **Nominee Required Information:**

Name:

Award Category:

Company:

Title:

Email Address:

Company Address:

## PROGRAM AWARD CATEGORIES

A program is characterized by a broad range of separate, yet consistent and related elements implemented over a period of time.

### **1. Community Relations**

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, 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 Marketing Consumer Products or Services.)

### **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, service, or sales/marketing effort should not be entered in this category. Instead, refer to one of these categories - Marketing Consumer Products, Marketing Consumer Services, or Marketing Business to Business.)

### **3. Events and Observances**

Includes programs or events such as commemorations, observances, openings, celebrations or other special activities. These events or observances may be as short as one day, or as long as one year.

### **4. Public Service**

Includes programs that advance public understanding of societal issues, problems or concerns. (Similar programs conducted principally to enhance an organization’s standing, or to otherwise serve its interests directly, will fall under Category Reputation & Brand Management.)

### **5. Public Affairs**

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.

### **6. Marketing Consumer Products**

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

### **7. Marketing Consumer Services**

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

### **8. Marketing Business to Business**

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

### **9. DE&I, Multicultural & Global Public Relations**

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, which promote diversity, equity and inclusion or effective global communications implemented in more than one country or specifically targeted to a cultural group.

### **10. Crisis & Issues Management**

Includes programs undertaken to deal with an unplanned event that required an immediate response and programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

### **11. Internal Communications**

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

### **12. Investor Relations**

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

### **13. 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.

## **STUDENT AWARD CATEGORIES**

### **14. Student Awards**

Student entries will be compared to that of their peers; however, the work will be judged on the same criteria as the professional entries.

#### **14A. Outstanding PRSA Chapter Project**

#### **14B. Outstanding Classroom Campaign**

#### **14C. Outstanding Relationship - Building Project**

#### **14D. Outstanding Media Relations Campaign for a Nonprofit**

#### **14E. Outstanding Campus Event**

#### **14F. Outstanding Community or Nonprofit Event**

#### **14G. Outstanding Newsletter**

#### **14H. Outstanding Media Kit**

#### **14I. Outstanding Social Media or Electronic Media Outreach Campaign**

#### **14J. Outstanding Branding Campaign**

#### **14K. Outstanding Strategy to Address a Problem**

#### **14L. Outstanding Professional Development (Includes PR internship)**

## **PROJECT AWARD CATEGORIES**

Projects recognize the best of the best in public relations tactics that contribute to the success of overall programs or campaigns.

### **15. Media/Press Kits**

News releases, fact sheets, photographs, photos and other relevant information compiled for an organization, product, service, issue or event. (i.e. PDF, a website or other interactive media.) Provide a website URL or a copy of the media kit as a PDF.

#### **16. Editorials/Op-Ed Columns**

Opinion articles written as editorials, guest columns or letters to the editor. Submit text of article and documentation of publication.

#### **17. Blogs**

Web-based journals, or blogs, that communicated to a target audience. Include screen grabs of the blog being entered, as well as the actual site URL.

#### **18. Websites and Smartphone/Tablet Applications**

Use of a website or smartphone/tablet application as part of a public relations program. Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL for external sites or links with download instructions for apps.

#### **19. Webcast / Webinar**

Use of the Web to communicate information via seminar, live press conference, etc. Provide a link to a viewable file of the Webcast / Webinar.

#### **20. Word-of-Mouth Marketing**

Tactics that get key audiences talking or provide an avenue for conversation through the use of different techniques such as viral marketing, sampling programs, loyalty programs, etc. Provide a brief description of the overall program.

#### **21. Social Media**

Use of social media, including Facebook, Twitter, Instagram, YouTube, etc. as part of a public relations program. Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL for external sites.

#### **22. Influencer Marketing**

Use of online influencers such as celebrities, executives, bloggers, experts, entertainers, athletes and journalists to publicize products, services or issues, shape public opinion or promote awareness.

#### **23. Video**

Created for internal or external use to publicize products, services or issues, shape public opinion or promote awareness. Can also include video news releases. Include a link to your video.

#### **24. Publications**

Publications ranging from an electronic newsletter to magazine. Must be designed, written and published periodically to provide brief and timely information, or feature more in-depth reports to internal or external audiences while supporting an organization's overall objectives. Please submit three consecutive issues, if applicable, or single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Include one copy saved as PDF (if possible).



### **25. Annual Reports**

Publications that report on an organization's annual performance. Include one copy saved as a PDF.

### **26. Print Promotion**

Print promotions that are designed to inform a target audience about an organization, product, service, or issue. Include one copy saved as PDF. This includes brochures, posters, and direct mail/direct response.

### **27. Podcasts**

Use of a podcast series or single episode to shape public opinion, promote awareness or otherwise communicate a message.

### **28. COVID-19 Projects**

Includes communications, public relations or marketing programs undertaken to deal with issues related to the COVID-19 pandemic and its effects.

### **29. Special Projects**

Other common public relations tactics that are not otherwise listed, including public service announcements, press conferences, speeches, satellite media tours, etc.

### **30. Created In-House**

A special category to recognize a wide variety of campaigns or projects that are created primarily by an in-house without involvement of an agency.

## **SUBMISSION TIPS**

### **Tips on How to Prepare Your One- to Two-page Summary**

The summary is perhaps the single most important component of the Paper Anvil Award entry. Summary documents for **Program** entries (categories 1-14) should be no longer than **two pages**, and the summary document for **Project** entries (categories 15-29) should be no longer than **one page** (not counting the cover page). Judges will evaluate entries on the merit of four criteria: research, planning, execution and evaluation. The summary must be typed using no smaller than a 10-point typeface and one-inch margins. Use the following questions to help you prepare a strong entry.

#### **Research**

- How did you determine the necessary research? (Primary, secondary or both)
- Was the research in response to a situation or further opportunities?
- How was the research relevant in shaping the planning process?
- Did the research help define or refine audiences of the situation?

**Planning**

- What were your measurable objectives?
- How were the objectives appropriate based on the situation or identified opportunities?
- How did the plan correlate with your research findings?
- How was your budget used effectively? (If applicable.)
- Who was the target audience? (Primary and secondary)

**Execution**

- What were your tactics? How were your tactics implemented?
- How appropriate were the tactics to achieving objectives, executing strategy?
- How did you integrate the tools with one another?
- How did your supplemental materials reflect the objectives?

**Evaluation**

- What were your results? How did you track and measure your results?
- How did the results compare to the measurable objectives identified in the planning section?
- How do the results reflect original strategy and planning?
- What did you learn through evaluation? How would you refine the program?