

# PUBLIC RELATIONS SOCIETY OF AMERICA EXCALIBUR AWARDS BUFFALO NIAGARA CHAPTER



STUDENT CALL FOR ENTRIES **SUBMIT YOUR ENTRY BY 5 P.M. ON MAY 12** [PRSABUFFALONIAGARA.ORG/STUDENTAWARDS](http://PRSABUFFALONIAGARA.ORG/STUDENTAWARDS)

We know what it's like to spend weeks on a project, only for it to be buried in a pile of your professor's papers and never seen again. That's why the PRSA Buffalo Niagara chapter created the Student Excalibur Awards – so you finally have a place to showcase your hard work and PR prowess outside of the classroom. Winning an award helps you build your resume, make professional connections and could lead to a job opportunity.

## HOW TO ENTER

Entries are accepted as either a campaign or tactic from February 20, 2017 – May 12, 2017. They should include a one- or two-page summary as indicated by the category plus any additional supporting material to strengthen and validate the summary. All entries must be submitted online at [prsabuffaloniagara.org/studentawards](http://prsabuffaloniagara.org/studentawards). If you have any questions about the Student Excaliburs, or would like additional guidance, reach out to your professors, PRSSA leaders or [awards@prsabuffaloniagara.org](mailto:awards@prsabuffaloniagara.org).

Please Note: If you submit an entry as a professional, you may not submit an entry in the student category. All projects submitted should have been at least partially completed during the Fall 2016/Spring 2017 semesters.

## STEPS

- 1 Complete your one- or two-page summary by the criteria below.
- 2 Gather materials to support your entry.
- 3 Visit [prsabuffaloniagara.org/studentawards](http://prsabuffaloniagara.org/studentawards) to submit.
- 4 Enter all personal, entry and payment information.

## GUIDELINES

We accept the following file formats: .pdf, .wmv, .wav, .mp4. You must limit each file size to 10 MB. Please consolidate as many documents as possible into one PDF. You can submit up to three URLs.

## IMAGES

Upload an image that represents your entry. This image may be featured in a presentation should your entry win. Acceptable file formats include: .jpg, .tif, .eps, native Illustrator, Photoshop or hi-res PDF files. As a general rule of thumb, the artwork should be at least 1,000 pixels or more in either width or height.

## JUDGING

Don't worry, we won't ask your teachers here. Entries will be judged by a group of local PR practitioners. Judges' decisions are final. Every entry will be judged on its own merit and not in comparison to others.

# DEADLINES & SUBMISSION FEES

FRIDAY, MAY 12, 2017 AT 5 P.M.

**PRSSA Member Rates** » Campaigns \$15, Tactics \$10

**Non-member Rates** » Campaigns \$20, Tactics \$15

Major credit cards are accepted.



Buffalo Niagara Chapter

## CATEGORIES & JUDGING CRITERIA

### CAMPAIGNS

You may submit a campaign you completed as an individual or as part of a group. But you will want to condense the campaign into a two-page summary, which is the single most important component of your entry. Judges will evaluate your campaign on the merit of four criteria – research, planning, execution and evaluation – that you detail in the two-page summary.

Results – qualitative, quantitative or both – should provide evidence of how you plan to measure your objectives. The two-page summary should have no smaller than a 10-point typeface and one-inch margins.

A GOLD award requires a minimum of 28 points (out of 31); a SILVER award requires a minimum of 25 points (out of 31); and a BRONZE award requires a minimum of 22 points (out of 31).

Use the following questions to help you prepare a strong entry:

#### Research & Planning – 15 possible points

- What prompted the campaign? Was it in response to an existing problem, or does it 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?
- 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?
- What was the overall strategy used?
- Do you have a proposed budget?

#### Execution – 10 possible points

- How will your plan be executed?
- How will the activities flow in general terms? Is there a timeline?
- What were the key tactics?
- Were nontraditional public relations tactics used, such as advertising?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved?

#### Results & Evaluation – 5 possible points

- What methods of evaluation were used or what methods do you plan to use?
- Are there any results to show?
- How was the budget used effectively?

#### Technical Compliance – 1 possible point

- Entry is well written, includes proper documentation and is no more than two pages.

### TACTICS

Examples include:

- Media Relations: e.g., press releases, media advisories, pitch letters, requests for coverage, etc.
- Online Communications: e.g., websites, blogs, online videos, social media, etc.
- Public Service Announcements
- Press Conferences
- Press/Media Kits
- Newsletters or Magazines
- Promotional Materials and Publications: e.g., brochures, leaflets, flyers, posters, etc.
- Direct Mail/Direct Response
- Creative/Nontraditional Tactic

To explain how you arrived at your tactic, you will also write a one-page summary, which is the single most important component for entry. Judges evaluate the tactic on four key areas – planning/content, execution – creativity/quality, results/evaluation and technical compliance. Within these areas, the summary should include measurable objectives, target audiences and budget.

Results – qualitative, quantitative or both – should provide evidence of how the stated measurable objectives were met or how you plan to meet them. The one-page summary should have no smaller than a 10-point typeface and one-inch margins.

A GOLD award requires a minimum of 28 points (out of 31); a SILVER award requires a minimum of 25 points (out of 31); and a BRONZE award requires a minimum of 22 points (out of 31).

Use the following questions to help you prepare a strong entry:

#### Planning/Content – 10 possible points

- Was the object or goal of the entry thoughtfully considered, clearly stated and attainable?
- Was the audience identified?
- Was a clear strategy stated or implied?

#### Execution, Creativity & Quality – 15 possible points

- Do messages tie to objectives?
- Is content substantive, understandable, consistent and appropriate for the stated audience?
- How is your entry unique?
- Is the tactic used in an innovative way to achieve goals?
- Do graphic or communications elements set your entry apart?
- How were resources used effectively?
- Any difficulties encountered?

#### Results & Evaluation – 5 possible points

- What methods of evaluation were used or what methods do you plan to use to assess whether the goal was met?
- Did the tactic implementation meet its stated intent?
- How was the budget used effectively?

#### Technical Compliance – 1 possible point

- Entry is well written, includes proper documentation and is no more than one page.