

PRSA Chicago Skyline Awards 2012 Call for Entries

PRSA Chicago's Skyline Awards program is an annual competition that recognizes projects and programs demonstrating excellence in the public relations profession. The awards competition is open to all public relations practitioners who reside in Chicagoland. A significant portion of the work in all entries must have been implemented between Jan. 1, 2011 and Dec. 31, 2011.

The Skyline Awards program is a PRSA Silver and Bronze Anvil Program. Simply put, practitioners entering programs and projects for Silver or Bronze Anvil consideration may submit copies of the same materials to PRSA Chicago's Skyline Awards.

This year, there are more than 50 categories for award entries, providing ample opportunity to submit your best work.

Entry Instructions

- There are separate instructions for program, project and individual entries.
- Entries that exceed specified size, length or format parameters will not be considered.
- Information requested on the official entry form must be submitted with each entry along with a copy of the cover sheet on the front cover of the binder and in the inside left pocket.
- All materials submitted become the property of PRSA Chicago and will not be returned.
- NOTE: For entries including CDs or DVDs, please package the CD/DVD securely within your binder, preferably in a zippered binder pocket or with adhesive, to ensure the CD/DVD remains intact during the shipping and judging process.

Entry Eligibility

- Each Skyline Award category is open to all public relations practitioners who reside in Chicagoland.
- 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 between Jan. 1, 2011 and Dec. 31, 2011.
- The same material may be submitted in more than one category -- but separate entry forms, fees and supplemental materials are required.

Entry Fees and Information

- Each entry submitted for judging requires a separate entry fee.
- Only PRSA Chicago 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 Chicago 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 non-member rate.**

Entry Deadlines

- Payment, entries and all supplemental materials must be received by 5 p.m. on the day of the deadline.
- Early bird deadline is 5 p.m., Friday, Feb. 17, 2012. Early deadline fees: \$95 for members and \$120 for non-members.
- The final (late) deadline is 5 p.m., Friday, Feb. 24, 2012. Late deadline fees: \$115 for members and \$140 for non-members.
- No entries will be accepted after 5 p.m. on Friday, Feb. 24, 2012.

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Judging

Entries will be evaluated by a panel of judges made up of PRSA members from PRSA|GA, PRSA's Georgia chapter. In the event that 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.

Award Notification

Finalists will be notified by email prior to the awards gala registration deadline. Entrants must provide two email addresses to ensure that finalists are notified promptly. All finalists will have won either a Skyline or Award of Excellence, but the actual results will not be announced until the awards gala in May. Details about the PRSA Chicago Skyline Awards Gala will follow.

Submission and Payment

All entries must be submitted and paid for by 5 p.m. on the deadline days. An e-mail confirmation of payment will be sent to the email address provided.

Shipping Information

Binders should be delivered to the address below. When submitting multiple binders in a box, please make sure that the box is sealed and a list of its contents are included on the outside of the box. **Both the payment and the entries must be received by 5 p.m. by the early bird or final deadline date.**

Julie Walsh
Walker Sands Communications
ATTN: PRSA SKYLINE ENTRIES
121 N Jefferson
Chicago, IL 60661

In this document, you will find:

Definitions
Individual award categories
Program award categories and instructions
Project award categories and instructions
Quick guide to Skyline Award entries
Entry form
Entry cover sheet

Questions? Please contact:

Rachel Gerds
BMO Harris Bank
rachel.gerds@harrisbank.com
312-461-7865

OR

Julie Walsh
Walker Sands Communications
julie.walsh@walkersands.com
312-267-0411

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DEFINITIONS

Use the following definitions to help you decide the most appropriate category and subcategory based on your program'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.

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INDIVIDUAL AWARDS

Honor a professional you respect, and whose work has made a difference for Chicago's public relations industry, by nominating him or her for a PRSA Chicago Individual Award:

Chicago Public Relations Professional of the Year

The award honors the accomplishments of an exceptional public relations professional. It recognizes the professional achievements and activities that have advanced the profession and the practice of public relations during the duration of his or her career.

Chicago Public Relations Young Professional of the Year

This award celebrates the accomplishments of a rising star in the public relations profession. It recognizes the spirit of the next generation of leaders and awards a young professional with less than six years of experience.

Chicago Executive of the Year

This award honors a non-public relations executive who has successfully supported and used public relations in his or her organization.

Entry Guidelines

A letter of recommendation and resume or CV should be e-mailed to Rachel Gerds at rachel.gerds@harrisbank.com no later than 5 p.m. on Friday, Feb. 24, 2010. All entries should clearly specify the individual award for which they are submitting the nominee.

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PROGRAM AWARD CATEGORIES

(Correlates to the national Silver Anvil Awards)

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

1. Community Relations

1A. Business-Products

1B. Business-Services

1C. Government

1D. Associations/Nonprofit Organizations

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 Marketing Consumer Products or Services.)

2. Reputation/Brand Management Programs

2A. Business-Companies with sales up to \$500 million

2B. Business-Companies with sales of more than \$500 million to \$10 billion

2C. Business-Companies with sales of more than \$10 billion

2D. Government

2E. Associations

2F. Nonprofit Organizations

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's launch or sales/marketing effort should not be entered in this category. Instead, refer to Category 7, 8 or 9).

3. Events or Observances (seven or fewer days)

3A. Business-Products

3B. Business-Services

3C. Government

3D. Associations/Nonprofit Organizations

Programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations or other special activities and must occur within a time span of one week.

4. Events or Observances (more than seven days)

4A. Business-Products

4B. Business-Services

4C. Government

4D. Associations/Nonprofit Organizations

Programs or events that take place for longer than a one-week period, such as a year-long anniversary, or activities (commemorations, observances, celebrations, etc.).

5. Public Service

5A. Business

5B. Government

5C. Associations/Nonprofit Organizations

5D. Partnerships (funded jointly by businesses and other organizations, including nonprofit, government, etc.)

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Programs that advance public understanding of a societal issue, problem or concern. (Similar programs conducted principally to enhance an organization's standing or to otherwise serve its interests directly will fall in Category 2: Reputation Programs.)

6. Public Affairs

6A. Business

6B. Associations/Nonprofit Organizations

6C. Government

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.

7. Marketing Consumer Products

7A. Health Care

7B. Technology

7C. Food & Non-Alcoholic Beverages

7D. Alcoholic Beverages (wine, beer, spirits)

7E. Restaurants (independents, casual dining, fast food, coffee shops)

7F. Packaged Goods

7G. Non-Packaged Goods

7H. Other (categories not elsewhere defined)

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

8. Marketing Consumer Services

8A. Travel and Tourism/Hospitality

8B. Health Care Services

8C. Technology

8D. Financial Services

8E. Other (categories not elsewhere defined)

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

9. Marketing Business to Business

9A. Professional and/or Financial Services

9B. Products

9C. Other (categories not elsewhere defined)

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

10. Global Communications

Any type of program (institutional, marketing, events, etc.) sponsored by a U.S. company or a company with a U.S. presence. The program must demonstrate effective global communications implemented in at least two countries, one of which may be the United States.

11. Crisis Communications

11A. Business

11B. Government

11C. Associations/Nonprofit Organizations

Programs undertaken to deal with an unplanned event requiring immediate response.

12. Issues Management

12A. Business

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12B. Government

12C. Associations/Nonprofit Organizations

Programs undertaken to deal with issues that could have an extraordinary effect on ongoing business strategy.

13. Internal Communications

13A. Business (fewer than 10,000 employees)

13B. Business (more than 10,000 employees)

13C. Associations/Government/Nonprofit Organizations

Programs targeted specifically to special publics directly allied with an organization (for example: employees, members, affiliated dealers or franchisees).

14. Investor Relations

14A. Companies with sales up to \$500 million

14B. Companies with sales of more than \$500 million

Programs directed to shareowners, other investors and the investment community.

15. Multicultural Public Relations

15A. Business

15B. Associations/Government/Nonprofit Organizations

Any type of program (i.e., institutional, marketing or community relations) specifically targeted to a cultural group.

16. Integrated Communications

16A. Consumer Products

16B. Consumer Services

16C. Business to Business

16D. Associations/Government/Nonprofit Organizations

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.

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How to Prepare Your Skyline Awards Program Entries

Requirements for Program Entries:

- Judging for program entries will be based on: research, planning, execution and evaluation.
- Include a concise summary, no longer than two typewritten pages, addressing each of the four criteria (research, planning, execution and evaluation). Do not include hyperlinked text in the summary document.
- Each of these four criteria must be supported with more detailed information in tabbed sections behind the two-page summary.
- Your binder should include relevant supporting materials referred to in the two-page summary. For example, if you refer to a public relations planning document, a copy of the plan should be included in the binder. Other examples of supporting material would be representative press clippings, reports, letters, pictures and samples of tactical materials.
- Quality is more important than quantity. For example: only include print-outs of e-mails or meeting notes if they contain relevant information that judges need to evaluate the planning and successful execution of the program; and there is no need to include duplicate press clippings when a representative sample and summary of coverage will suffice.
- Skyline Awards recognize complete programs, incorporating sound research, planning, execution and evaluation. These four criteria are what judges use to evaluate a program entry.
- Your summary should be typed using font and margins no smaller than 10-point type and one-inch margins.
- Program categories should be submitted in a three-ring binder with clear cover pocket and a spine no more than two inches thick. (Note: Binder measurement is based on the width of the spine.)
- A DVD or CD no longer than five minutes may accompany your entry.

Requirements for ALL Entries:

- Program entries must be limited to one hardcover, stiff-spine, three-ring binder with a clear cover pocket. Binders should be no more than two (2) inches thick. Project entries should be submitted in either a pocket folder or binder no more than one (1) inch thick.
- Binders should be free of logos, drawings or other artwork. Entries will be penalized if the binders exceed the size limit or have any ornamentation.
- Slide the completed cover sheet in the clear front cover pocket on binders or staple to the front of pocket folders without a clear front cover. Each entry must include the cover sheet provided.
- Pages should be no larger than 8 1/2 x 11 inches.
- Include a clean, formatted copy of your one- or two-page summary document inside your three-ring binder. This should be the first document inside the binder.
- The binder should include any supporting materials referred to in the two-page or one-page summary. For example, if you reference a public relations planning document, a copy of the plan should be placed in the binder.
- Do not include large objects, oversized press kits, direct mail pieces, etc., as these will be discarded. Instead, include a photograph or rendering of anything that will not fit neatly within the binder.
- In keeping with PRSA's ongoing green efforts, we ask that you do not use plastic sheet covers for every page in your binder.

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How to Prepare Your Two-page Summary

The two-page summary is perhaps the single most important component of the Skyline Award entry. Judges will evaluate the program on the merit of four criteria: research, planning, execution and evaluation. The two-page 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

- What prompted the research — was it in response to an existing problem or to 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?

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?

Execution

- How was the plan executed and what was the outcome?
- How did the activities flow, in general terms?
- What were the key tactics?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved?
- Were non-traditional public relations tactics used (e.g., advertising)? (Unless you are entering this program under "Integrated Communications," advertising costs should not exceed one-third of the budget.)

Evaluation

- What method(s) of evaluation were used?
- What were your results?
- How did the results compare to the specific, measurable objectives you identified in the planning section?

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PROJECT AWARD CATEGORIES

(Correlates to the national Bronze Anvil Awards)

A project is typically oriented to a single tactic, activity or event. The project should be a part of an overall public relations program or specific campaign.

17. MEDIA RELATIONS – CONSUMER PRODUCTS

17A. Health Care

17B. Technology

17C. Food & Beverage

17D. Packaged Goods

17E. Non-Packaged Goods

17F. Other (categories not elsewhere defined)

Tactics, programs and events driven entirely by media relations for a consumer product. Submit relevant materials (press releases, request for coverage, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD. Packaged goods subcategory refers to traditional consumer products sold in packages such as food products, pet products, household goods, toiletries, cosmetics, etc. Non-packaged goods subcategory refers to consumer products such as clothing, appliances, furniture, etc.

18. MEDIA RELATIONS – CONSUMER SERVICES

18A. Travel and Tourism/Hospitality

18B. Health Care Services

18C. Technology

18D. Financial Services

18E. Other (categories not elsewhere defined)

Tactics, programs and events driven entirely by media relations for a consumer service. Submit relevant materials (press releases, satellite media tour materials, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

19. MEDIA RELATIONS – BUSINESS TO BUSINESS

19A. Professional and/or Financial Services

19B. Products

19C. Other (categories not elsewhere defined)

Tactics, programs and events driven entirely by media relations for business to business. Submit relevant materials (press releases, requests for coverage, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

20. MEDIA RELATIONS – ASSOCIATION/NONPROFIT ORGANIZATIONS

Tactics, programs and events driven entirely by media relations for an association or nonprofit organization. Submit relevant materials (press releases, requests for coverage, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

21. MEDIA RELATIONS – GOVERNMENT

Tactics, programs and events driven entirely by media relations for a government agency or public service organization. Submit relevant materials (press releases, requests for coverage, media advisories,

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pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

22. PODCASTS

Audio or video programs/shows produced solely as podcasts, downloadable for play on portable media players (e.g., iPods, MP3 players, etc.). The one-page summary should include rationale for podcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast being entered on an CD, DVD or USB flash drive.

23. WEBSITES

23A. External

23B. Internal/Intranets

23C. Online Media Room

Use of a website as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites. Online media rooms should be for media only.

24. WEBCASTS

Media files distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary and a DVD or USB flash drive of the webcast, as well as the actual site URL.

25. SOCIAL MEDIA

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

26. BLOGS

Web-based journals, or blogs, that communicated either a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

27. BLOGGER CAMPAIGN

A proactive outreach to the blogger community on behalf of a product, service or organization. The one-page summary should include rationale for blogger outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting blog entries either printed, or on a CD or USB flash drive.

28. SMARTPHONE APPLICATIONS

Use of smartphone applications 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.

29. WEB WIDGETS

Use of Web widgets 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 Web widget.

Tactics:

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30. WORD-OF-MOUTH

30A. General Word-of-Mouth Marketing Program

30B. Viral Marketing Program

30C. Street Marketing Program

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.

31. CREATIVE TACTICS

Unconventional, creative tactics or approaches 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. (If objects are large or bulky, a photograph or video representation should be sent.)

32. PRESS CONFERENCES

One-time events held specifically to announce news to target media about a product, service, issue or organization. A series of events or a multi-day effort does not belong in this category. The one-page summary should address logistics, execution and quantifiable measures that demonstrate how the press conference achieved its stated objectives.

33. PRESS KITS/MEDIA KITS

33A. Products

33B. Services

33C. Events/Commemorations/Other

33D. Digital

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 Digital Press Kits/Media Kits (category 19D), submit the one-page summary and the digital press kit/media kit on a CD, DVD or USB flash drive.

34. VIDEO NEWS RELEASES

Pre-produced videos distributed to television stations to inform target audiences of an event, product, service or organization. Entries may consist of an edited DVD, and sound bites on a single DVD or USB flash drive. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

35. B-ROLL

Includes video footage, with or without audio, distributed to television stations for use in stories about an event, product, service, issue or organization. Entries may be submitted on a single DVD or USB flash drive. The one-page summary should include usage statistics and other means of quantified measurement to support stated objectives. Video footage edited and produced as a packaged news story/feature with audio should be entered in category 20 (Video News Releases).

36. SATELLITE MEDIA TOURS

Live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service or organization. Entries may consist of one or two of the representative placements on a single DVD or USB flash drive. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.

37. TELEVISION PSAs

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Video productions of one minute or less distributed to television stations as unpaid public service announcements. Single productions or a series addressing the same issue may be submitted on a single DVD or USB flash drive. The one-page summary should include documentation of results.

38. RADIO PSAs

Audio productions of one minute or less distributed to radio stations as unpaid public service announcements. Single productions or a series addressing the same issue may be submitted on a single audio CD, DVD or USB flash drive. The one-page summary should include documentation of results that support stated objectives.

39. PRINT PSAs

Ads distributed to newspapers and/or magazines as unpaid public service announcements. 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.

40. INTERNAL VIDEO PROGRAMS

40A. Corporate/Organization News

40B. Corporate/Organization Features

Video programs targeted toward internal audiences such as employees, members, etc. Entrants should submit programs on a DVD or USB flash drive as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

41. EXTERNAL VIDEO PROGRAMS

Video programs directed primarily at external audiences. Entrants should submit programs on a DVD or USB flash drive as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

42. AUDIO PROGRAMS

Submit audio on a CD, DVD or USB flash drive along with a one-page summary. Summary should include usage statistics or other means of quantified measurement to support stated objectives.

43. NEWSLETTERS

43A. Fewer Than 17 Pages

43B. 17 Pages or More

43C. Digital

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 a one-page summary. For Digital Newsletters (category 29C) submit the one-page summary and the digital newsletters on a CD, DVD or USB flash drive.

44. BROCHURES

44A. Fewer Than 17 Pages

44B. 17 Pages or More

44C. Digital

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. For Digital Brochures (category 30C), submit the one-page summary and the digital brochure on a CD, DVD or USB flash drive.

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45. MAGAZINES

45A. Internal Audiences Primarily

45B. External Audiences Primarily

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Submit three consecutive issues along with the one-page summary.

46. PUBLICATIONS

46A. Single Issue Newsletters/Booklets/ Calendars

46B. Books

Single-issue publications designed for a special purpose. 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.

47. ANNUAL REPORTS

47A. Companies (Up to \$500 million)

47B. Companies (More than \$500 million)

47C. Nonprofit Organizations

47D. Digital

Publications that report on an organization's annual performance. Submit one copy of the publication, along with a one-page summary. For Digital Annual Reports (category 33D) submit the one-page summary and the digital annual report on a CD, DVD or USB flash drive.

48. 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 a one-page summary.

49. FEATURE STORIES*

Feature articles that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of feature article, as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results.

50. EDITORIALS/OP-ED COLUMNS*

Opinion articles written as editorials, guest columns or letters to the editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, results and budget.

51. SPEECHES*

Submit text of speech along with a one-page summary. Summary should include information about the audience, purpose of speech and any documented results against the stated objectives.

52. 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.

53. RESEARCH/ EVALUATION

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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. Sample of the methodology and findings of any research should be included in the entry, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

*Entries in categories 49 – Feature Stories, 50 – Editorials/Op-Ed Columns, 51 – Speeches and 52 – Advertorials must be written in their entirety or substantively by the entrant, and not merely “pitched.”

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Requirements for Project Entries:

- Judging for project entries will be based on: planning/content, creativity/quality, technical excellence and results. Results should provide evidence of how the stated objectives were met and how the entry impacted the success of a broader or ongoing program or campaign.
- Include a concise summary, no longer than one typewritten page, which should include objectives, audiences, budget and results. Do not include hyperlinked text in the summary document.
- Your summary should be typed using no smaller than 10-point type and one-inch margins.
- Project categories should be submitted in either a pocket folder or binder no larger than one (1) inch. Note: Binder measurement is based on the width of the spine.
- Enclose only the materials requested for each individual category. Quality is more important than quantity. For example: only include print-outs of e-mails or meeting notes if they contain relevant information that judges need to evaluate the planning and successful execution of the program; and there is no need to include duplicate press clippings when a representative sample and summary of coverage will suffice.

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

- A concise summary no longer than one typewritten page must accompany the entry. The one-page summary is the single-most important component of the Skylines entry.
- Judges evaluate the tactic on four key areas: planning/content, creativity/quality, technical excellence and results. (Media relations categories are not judged on technical excellence.) Within these areas, the summary should include measurable objectives, target audiences, budget and 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.

Requirements for ALL Entries:

- Program entries must be limited to one hardcover, stiff-spine, three-ring binder with a clear cover pocket. Binders should be no more than two (2) inches thick. Project entries should be submitted in either a pocket folder or binder no more than one (1) inch thick.
- Binders should be free of logos, drawings or other artwork. Entries will be penalized if the binders exceed the size limit or have any ornamentation.
- Slide the completed cover sheet in the clear front cover pocket on binders or staple to the front of pocket folders without a clear front cover. Each entry must include the cover sheet provided.
- Pages should be no larger than 8 1/2 x 11 inches.
- Include a clean, formatted copy of your one- or two-page summary document inside your three-ring binder. This should be the first document inside the binder.
- Do not include large objects, oversized press kits, direct mail pieces, etc., as these will be discarded. Instead, include a photograph or rendering of anything that will not fit neatly within the binder.

PRSA Chicago Skyline Awards 2012 Call for Entries

Quick Guide to Skyline Award Entries

Note: Both the payment and entries must be received by 5 p.m. by the early bird or final deadline.

	Program Categories	Project Categories
Judging criteria	<p>Judging is based on:</p> <ol style="list-style-type: none"> 1. research, 2. planning, 3. execution, and 4. evaluation. <p>Skyline Awards recognize complete programs, incorporating sound research, planning, execution and evaluation. These four criteria are what judges will use to evaluate a program entry.</p>	<p>Judging is based on:</p> <ol style="list-style-type: none"> 1. planning/content, 2. creativity/quality, 3. technical excellence, and 4. results. <p><i>Media relations categories are not judged on technical excellence.</i></p> <p>Within these areas, the summary should include measurable objectives, target audiences, budget and any other specific information requested in the individual category.</p> <p>Results – qualitative, quantitative, or both – should provide evidence of how the stated objectives were met and how the entry impacted the success of a broader or ongoing program or campaign.</p>
Summary page	<p>A concise summary no longer than the two typewritten pages must accompany the summary. The summary page should address each of the four criteria listed above.</p> <p>Each of these four criteria must be supported with more detailed information in tabbed sections behind the two-page summary.</p> <p>The summary page should be typed using no smaller than 10-point font and one-inch margins. Do not include hyperlinked text in the body of the summary page.</p> <p>Include a clean, formatted copy of your two-page summary document inside your three-ring binder. This should be the first document inside the binder.</p>	<p>A concise summary page no longer than one, typewritten page should include each entry. The summary page should include objectives, audiences, budget and results.</p> <p>The summary page should be typed using no smaller than 10-point font and one-inch margins. Do not include hyperlinked text in the body of the summary page.</p>
Paper size	Pages should be no longer than 8.5 X 11 inches	Pages should be no longer than 8.5 X 11 inches

PRSA Chicago Skyline Awards 2012 Call for Entries

Binder requirements	<p>Program entries must be limited to one hardcover, stiff-spine, three-ring binder with a clear cover packet.</p> <p>Binders should be no more than two inches thick. (Note: Binder measurement is based on the width of the spine.)</p>	<p>Project entries should be submitted in either a pocket folder or binder no more than one inch thick. (Note: Binder measurement is based on the width of the spine.)</p> <p>Binders should be free of logos, drawings or other artwork. Entries will be penalized if the binder exceeds the size limit or have any ornamentation.</p>
Cover sheet	<p>Each entry must include the cover sheet provided. The completed cover sheet should be included in the clear front cover pocket on binders.</p>	<p>Each entry must include the cover sheet provided. The completed cover sheet should be included in the clear front cover pocket on binders or stapled to the front pocket folders without a clear front cover.</p>
Supporting materials	<p>Binders should include relevant supporting materials referred to in the two-page summary. For example, if you refer to a public relations planning document, a copy of the plan should be included in the binder. Other examples of supporting materials include press clippings, reports, letters, pictures and samples of tactical materials.</p> <p>All referenced supporting materials should be included in the binder; however, keep in mind that quality is more important than quantity.</p> <p>For example, only include print-outs of emails or meeting notes if they contain relevant information that judges need to evaluate the planning and successful execution of the program. Also, there is no need to include duplicate press clippings when a representative sample and summary of coverage will suffice.</p>	<p>Enclose only the materials requested for each individual category.</p> <p>Quality is more important than quantity.</p> <p>For example, only include print-outs of emails or meeting notes if they contain relevant information that judges need to evaluate the planning and successful execution of the program. Also, there is no need to include duplicate press clippings when a representative sample and summary of coverage will suffice.</p>
Additional materials	<p>A DVD or CD no longer than five minutes may accompany your entry.</p>	<p>Please see specific category requirements for including additional materials.</p>
Additional notes	<p>Do not include large objects, oversized press kits, direct mail pieces, etc., as these will be discarded. Instead, include a photograph or rendering of anything that</p>	<p>Do not include large objects, oversized press kits, direct mail pieces, etc., as these will be discarded. Instead, include a photograph or rendering of anything</p>

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	<p>will not fit neatly in the binder.</p> <p>In keeping with PRSA's ongoing green efforts, we ask that you do not use plastic sheet covers in your binder.</p>	<p>that will not fit neatly in the binder.</p>
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PRSA Chicago Skyline Awards 2012 Call for Entries

OFFICIAL 2012 SKYLINE AWARDS ENTRY FORM

(Please print legibly)

Award Category: __ Program __ Project

Category Number (1-53): _____ Subcategory Letter: _____

Entry Title: _____

Entry Client/Company: _____

Submitting Organization: _____

Name (Contact One): _____

Phone: _____ E-mail: _____

Name (Contact Two): _____

Phone: _____ E-mail: _____

To receive the member rate, one of the above contacts must be a member of PRSA Chicago in good standing and contributed to a significant portion of the entry.

Billing Information

Payment Method: __ Check __ Credit Card

Credit Card Type: __ Visa __ MasterCard __ AmEx

Name on Card: _____

Card Number: _____

Exp. Date: ___/___/___ CID No.: _____

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OFFICIAL 2012 SKYLINE AWARDS COVER SHEET

(Please print legibly and include on the cover of your binder and in the inner left pocket)

Category No (1-53)		Subcategory Letter	
Category Name			
Entry Title			
Entry Client/Company			
Submitting Organization			
200 Word Summary of Entry <i>(for use at gala if selected for honors)</i>			