Call For Entries

Tom Ham’s Lighthouse

Edward L. Bernays

MARK OF EXCELLENCE AWARDS

OCTOBER 20, 2016

Navigating Uncharted Waters

CALL FOR ENTRIES

TOM HAM’S LIGHTHOUSE
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#PRSAnavigate
The Edwards L. Bernays Mark of Excellence Awards recognize the expertise and dedication of public relations professionals within San Diego and Imperial Counties. The Public Relations Society of America San Diego/Imperial Counties Chapter (PRSA SD/IC) presents the Silver and Bronze Bernays Awards annually to recognize public relations programs and tactics incorporating research, planning, creativity, technical excellence and evaluation.

The awards are named after Edward L. Bernays, the “father of public relations.” Those who knew him were inspired by his powerful use of communications and believed he should be on historians’ lists as one of the most influential figures of the 20th century. Entries must meet the highest standards of performance, and winning entries demonstrate creative vision and capture the best of the best in the public relations profession.

Awards will be announced on Thursday, Oct. 20, 2016, at the Edward L. Bernays Mark of Excellence Awards ceremony at Tom Ham’s Lighthouse. In addition to the ceremony, Bernays Award winners receive recognition in an announcement media release distributed locally and online, as well as acknowledgement among peers, and by current and prospective clients.

**WHY SUBMIT A BERNAYS ENTRY?**

As the public relations industry becomes more competitive, agencies, businesses and practitioners must continue to show the value of hard work put into public relations campaigns and tactics. A PRSA SD/IC Bernays Mark of Excellence Award is a third-party peer validation of the best work in the chapter and can be used to gain competitive advantage when seeking both new business and new staff.

**HOW TO PREPARE A WINNING ENTRY**

Learn some tips and tricks of the trade shared from past Bernays award winners in the tips sheet at the end of this document, which is also available on the Bernays event page on www.prsasdic.org. Read through the tips as you prepare your entries to ensure you are following the guidelines and submitting award-worthy work.

**SUBMITTING YOUR ENTRY**

This year, PRSA SD/IC is again implementing online submissions, which will allow for entries to be uploaded and paid for online without the hassle of binders. Entries will be submitted at www.prsasdic.org/. Please refer to the Submitting Your Entry section for more details. Please contact Krystin Williamson at (619) 342-9383 or krystin@allisonpr.com or Nikki Jimenez at (619) 233-7778 or nikki.jimenez@focuscominc.com with any other questions about submissions.

**BEST OF THE BEST**

The Best of Show awards are back and will be presented to the entries with the highest overall scores in the Silver Bernays and Bronze Bernays, respectively. In the event of a tie, judges will determine the winner based on a third review with scores averaged. The highest average score will receive the award.

**JUDGING CRITERIA**

There are two types of Bernays – the Silver and the Bronze. All entries are judged by professional and distinguished members of a partner PRSA Chapter. The Silver award recognizes complete public relations programs incorporating research, planning, execution and evaluation. The Bronze award recognizes public relations tactics, consisting of individual items or components of campaigns. The Chapter awards an Award of Excellence (first place) and an Award of Merit (second place). Only one first place award may be awarded in each category or subcategory.
There may be up to two second place awards (if judges feel a tie is merited). If, based on scores, no entry in a particular category is deserving of an award, no winner will be named.

Scoring: Bernays entries are individually judged on a 40-point scale. For Silver Bernays, entries receive a score of 1-10 in each of the four categories – research, planning, execution and evaluation. For Bronze Bernays, entries are judged based on a 40-point scale in the following categories – planning/content (5 points), creativity/quality (15 points), technical excellence (15 points) and assessment/results (5 points).

Judges’ Comments: Evaluation sheets (except for Special Awards) will be available upon request after the awards event.

--- DEADLINES ---

Deadline for receipt of entries is Friday, June 24, 2016 at 4 p.m. For a $40 late fee per entry, entrants can submit their entries at the “late” deadline of Friday, July 8 at 4 p.m., or at the “last minute” deadline of Friday, July 22 at 4 p.m. for an $80 per entry last minute fee. Extensions after 4 p.m. on Friday, July 22, will not be granted.

Deadline: Friday, June 24, 2016; 4 p.m.
Late Deadline: Friday, July 8, 2016; 4 p.m.
Last Minute Deadline: Friday, July 22, 2016; 4 p.m.

Following each deadline, the submission system may be closed for up to 24 hours.

--- FEES ---

Entry fees are as follows:
• $80/PRSA member
• $95/non-member
• $15/PRSSA member (student project category only)
• $65/nonprofit organization
• $40/late fee applied to entries received after June 24, 2016 and before July 8, 2016
• $80/last minute fee applied to entries received after July 8, 2016 through July 22, 2016 at 4 p.m.

Payments are made online when entries are submitted, and PRSA SD/IC accepts Visa, MasterCard, American Express and Discover. While online payments are preferred, please contact Krystin Williamson at (619) 342-9383 or krystin@allisonpr.com in the event that other arrangements need to be made.

--- FREE FIFTH ENTRY ---

As a benefit for PRSA SD/IC Chapter members, for every four entry submissions a fifth entry will be free. To receive this benefit, enter code 5THFREE in the payment section of your online entry. Late and last minute fees still apply. Not a member? Visit www.prsasdic.org for details on how to join. Entrants will be billed for the entry if four other entries are not submitted.
One of the highlights of the Edward L. Bernays Mark of Excellence Awards is the presentation of the Special Awards. Each year, PRSA SD/IC honors individuals who have made significant contributions to the public relations profession in San Diego and Imperial Counties. These awards, outlined as follows, cover a wide range of achievements and will be presented at the Bernays ceremony on October 20 at Tom Ham’s Lighthouse.

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**OTTO BOS LIFETIME ACHIEVEMENT AWARD**

The Otto Bos Lifetime Achievement Award recognizes an experienced practitioner for lifetime achievement in the public relations arena. The award is named after the late Otto Bos, a press secretary and strategic confidant of former California Governor Pete Wilson. Bos was a San Diegan whose career achievements in public relations were significant. This award was originated by the PR Club of San Diego.

**Nomination criteria**
An individual who consistently, over the course of his or her professional career, has set the highest standards of public relations practice. Requires examples of advancing the profession of public relations through best practices, including ethics, planning, research, outcomes, education, mentoring and involvement. The nominator and nominee need to be a member of PRSA to be eligible.

**Past Lifetime Achievement award winners include:**
- Jim McBride
- Donna Alm, APR
- Dr. Glen Broom
- Sara Katz
- Beth Walsh

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**DEBORAH BAKER PR PROFESSIONAL OF THE YEAR AWARD**

This award was initiated by PR Club of San Diego as the PR Professional of the Year Award and came into the Mark of Excellence Awards structure after the merger of the two organizations. In 2003 it was renamed the Deborah Baker PR Professional of the Year Award in honor of Deborah Baker, APR, who passed away just months after being selected to receive the honor in 2002. Baker was the director of communications for the Girl Scouts San Diego-Imperial Counties Council and was honored, among other things, for her work initiating “Operation Thin Mint” to send Girl Scout cookies to troops deployed overseas.

**Nomination criteria**
An individual, who in the course of the previous year, has achieved an outstanding public relations accomplishment in strategic planning, product or service introduction, issues management, advocacy or crisis. A nominee does not need to be a member of PRSA to be eligible. A PRSA member, however, must submit the nomination.

**Past PR Pro award winners include:**
- Teresa Siles
- Valerie Chereskin, APR
- Bill Gay, APR
- Dr. Bey-Ling Sha, APR
**EVA IRVING COMMUNITY SERVICE AWARD**

This award recognizes a public relations professional whose volunteer efforts for nonprofit, philanthropic or public service organizations reflect the best traditions of volunteerism. It honors the memory of the late Eva Irving, a distinguished public relations practitioner whose career included countless hours of volunteer service on behalf of numerous community organizations.

**Nomination criteria**

A lengthy record of volunteer activities on behalf of a variety of organizations, other than those related to his or her primary employer. Up to 25 percent of the volunteer activities cited may be PRSA-related at local, regional or national levels. All volunteer work must be performed by the nominee, not by staff. The nature of the community service may or may not involve public relations activities. To be eligible, a nominee must be a PRSA chapter member. A PRSA member, however, must submit the nomination.

**Past Community Service award winners include:**
- Marlee Ehrenfeld
- Jim McBride
- Kenn Ulrich, APR, Fellow PRSA
- Laura Walcher

**NEW PRO OF THE YEAR**

The New Pro of the Year Award recognizes an exceptional public relations professional with five or fewer years of experience in the industry.

**Nomination criteria**

An individual who is strategically building their career through professional work, education and leadership (50 percent of activities documented), as well as advancing the public relations profession through volunteer service to the PRSA chapter (50 percent of activities). A nominee does not need to be a member of PRSA to be eligible. A PRSA member, however, must submit the nomination.

**Past New Pro award winners include:**
- Ann Marie Price
- Nikki Jimenez
- Rachel Hutman
- Sarah Rossetto

**DIOGENES AWARD**

The Diogenes Award is named after the ancient Greek philosopher who carried a lantern through the streets of Athens searching for an honest man. This award recognizes a San Diego and/or Imperial County news maker who has demonstrated a remarkable and commendable understanding of the need for candor when dealing with the public and the news media, regardless of any potential negative outcome from the resulting publicity.
Nomination criteria
An individual who is in a position to direct or conceal the flow of information to the organization but cannot be an elected official or public relations professional. A nominee does not need to be a member of PRSA to be eligible. A PRSA member, however, must submit the nomination.

Past Diogenes award winners include:
• Randy Ward
• Irene McCormack Jackson
• Michael R. Niggli
• Dr. Melinda Nish

SUBMITTING A NOMINATION
Nominations should include:
• A cover page, including the nominee's name, organization and position; award category; your name, address, telephone number and email
• A 250-word description about the nominee, including why he or she meets the criteria for the award and would be the best choice
• A letter of recommendation/support of no more than two pages from a PRSA SD/IC member, employer or associate

If you are nominating a person for more than one special award, please submit separate letters for each award. Similarly, if you are nominating more than one person for the same award, please submit separate letters on behalf of each nominee. Self-nominations for all awards are welcome, as long as a separate letter of recommendation is included with the entry.

Please email nominations to Krystin Williamson at krystin@allisonpr.com

Please note: If selected as a winner, all or a portion of the entry description or letter may be used in the script or audio visual presentation at the Bernays Awards, included in the news release for the award winners or posted on the website as a case study of top honorees for 2016. Nominators may also be contacted for additional assistance with the script. Additionally, if you, as the nominator, would like to present the award, please include that with the submission. Otherwise, awards will be presented by last year’s winner or a chapter supporter, as deemed appropriate by the special awards committee.

And remember – we love to facilitate surprises! It is suggested that whenever possible, nominators do not let winners know before the event.

FEE
There is no fee to submit a nomination for the Edward L. Bernays Special Awards.

JUDGING
Judging for each of the Special Awards is conducted by an elite panel of practitioners from PRSA SD/IC.

DEADLINE
Deadline for nominations is Friday, July 22, 2016 at 4:30 p.m.
PRSA SD/IC presents the Silver Bernays Awards each year to recognize complete public relations programs or campaigns incorporating the highest standards for research, planning, execution and evaluation. Exemplary professional skill, creativity and resourcefulness are reflected in each award. Only one Award of Excellence may be awarded in each subcategory. Up to two other entries in each subcategory may be awarded an Award of Merit. No awards are given in categories where judges’ scores determine that the entries do not merit them.

Competition is open to both PRSA SD/IC members and non-members. Work must have either been physically performed in San Diego and/or Imperial Counties or served a San Diego/Imperial Counties-area event, organization, company or client. At least some part of the program must have occurred between July 1, 2015, and June 30, 2016. Programs tend to have better chances of winning near their completion, when evaluation against initial objectives can be better determined. All program entries require a two-page summary detailing the research, planning, execution and evaluation of the campaign.

These awards, outlined as follows, cover a wide range of categories and will be presented at the Bernays Awards on October 20 at Tom Ham’s Lighthouse.

**SILVER BERNAYS AWARD CATEGORIES**

- **Community Relations Business**
  Programs/campaigns for a business seeking to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the business has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations.

- **Community Relations Nonprofit/Government/Association**
  Programs/campaigns by a nonprofit, government agency or association seeking 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.

- **Reputation/Brand Management**
  Programs/campaigns 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.

- **Events and Observances (Seven or Fewer Days) Business**
  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 for which the sponsoring organization is a business. Events must occur within the time span of one week.

- **Events and Observances (Seven or Fewer Days) Nonprofit/Government/Association**
  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 for which the sponsoring organization is a nonprofit, government agency or association. Events must occur within the time span of one week.

- **Events and Observances (More than Seven Days)**
  Programs or events that take place for longer than a one-week period, such as a yearlong anniversary or activities, as well as commemorations, observances, celebrations, etc. lasting for longer than one week.
• **Public Service**
Programs/campaigns 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 in Category 3: Reputation/Brand Management.)

• **Public Affairs**
Programs/campaigns specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies – at the local, state or federal government levels – so the entity funding the program benefits.

• **Global Communications**
Programs (e.g., institutional, marketing, events) sponsored by a United States company or a company with a United States presence. Programs must demonstrate effective global communications implemented in at least two countries, one of which may be the United States.

• **Marketing Consumer Products and Services**
Programs/campaigns designed to introduce new or promote existing products or services to a consumer audience.

• **Marketing Business to Business**
Programs/campaigns designed to introduce new or promote existing products or services to a business audience.

• **Crisis Communications**
Programs undertaken to deal with an unplanned event, requiring immediate response.

• **Issues Management**
Programs undertaken to deal with issues that could extraordinarily affect ongoing business or organizational strategy.

• **Internal Communications**
Programs/campaigns targeted specifically to special publics directly allied with an organization (e.g., employees, members, affiliated dealers or franchisees).

• **Investor Relations**
Programs/campaigns directed to share owners, other investors and the investment community.

• **Multicultural Public Relations**
Programs/campaigns (e.g., institutional, marketing, community relations) specifically targeted to a cultural group.

• **Integrated Communications**
Programs/campaigns that demonstrate leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. Programs must demonstrate clear leadership of public relations, along with its integration with other disciplines.

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**DEFINITIONS USED IN CATEGORIES**

The categories listed in the above coincide with the definitions below. Please utilize this to help you decide the most appropriate category based on your program's objectives and audiences.

**Business:** Business refers to all profit-making entities.
Government: Government refers to 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: Association 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. This subcategory is not intended for organizations that may have nonprofit status but function as business organizations. Nonprofit organizations that function as governmental or quasi-governmental should be entered in the government category.

**PREPARING YOUR SILVER BERNAYS ENTRY**

Each entry must include a concise two-page summary of the project, providing an overview of the project and detailing the research, planning, execution and evaluation for the program. The two-page summary is the single most important component of a Silver Bernays entry. Judges evaluate the program on the merit of the four criteria included in your two-page summary.

The two-page summary should be typed using at least a 10-point typeface and should have one-inch or larger margins. Entries will be eliminated if a summary is not included or if it exceeds the maximum two-page length. Your summary must be divided into the following four sections:

Research: Analyze or describe the situation on which the program is based. When addressing the actual research component, describe who specifically initiated the research. Was it in response to a problem or to examine a potential problem? Did research help to redefine the situation in any way? How was the research relevant to shaping the planning process? How did the research help define the audience(s) or the situation?

Planning: How do the plans correlate to the research findings? Who was involved in the planning? In general terms, what was the plan? For example, what were the specific objectives of the program? Who were the target audiences? What was the overall strategy employed? What materials were used? What was your budget?

Execution: How were the plans executed, and what were the results? In general terms, how did the activities flow? Were there any difficulties encountered? If so, how were they handled? Were other organizations involved? Were other non-traditional public relations tactics (e.g., advertising) employed? (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? How are results related to research findings? How are results related to strategic objectives? (Note: Media circulation figures are not acceptable as the only means of quantitative measurement.)

Each of the four above criteria must be clearly marked with supporting material to back up your two-page summary. The supporting materials should be organized by appropriately labeled sections.
SUBMITTING YOUR SILVER BERNAYS ENTRY

Award Submissions
Silver Bernays Awards will be submitted electronically, which will allow for entries to uploaded and paid for online. Entries will be submitted at www.prasdic.org/, where entrants will complete an entry form, upload the entry file and pay for the entry. All Silver Bernays entries should be prepared as a single PDF file, with a cover page, two-page summary and supporting documentation/exhibits. The cover page should include the following:

- Award Category Number (indicate if the submission is for a Silver or Bronze Bernays Award, e.g., Bronze #5 or Silver #10)
- Award Category Name (e.g., Advertorials or Crisis Communications)
- Entry Title
- Entrant Name/Organization/Company
- Contact Name, Email and Phone Number

Claims made in your summary may be substantiated by supporting materials included in your electronic entry. For example, if you state that your campaign resulted in an increase in XYZ purchases, you could include the research report documenting that change in your supporting materials. Acceptable supporting materials include reports, plans, news clippings, letters, news releases, magazines, newsletters or brochures. All supporting materials must be incorporated into the single PDF file with your cover page and summary. Please note that entries are limited to 100 MB total, including the cover page, summary and all supporting materials. Please do not use less than a 10-point font size on any materials.

Other Materials
In addition to the PDF file, entrants must submit a single PowerPoint slide, which will be shown during the event presentation if the entrant wins. On one, white background PowerPoint slide, please include:

- Entrant name/organization name
- Entry title
- Entrant organization(s) logo
- 2-3 results-oriented photos or images

Entrants will be asked to provide a 100-word summary of their campaign or program as part of the online entry form. If selected as a winner, all or a portion of your entry may be used in the script or presentation at the Bernays Awards ceremony or posted on the website as a case study of top honorees for 2016.

Entry fees are not refundable. Please refer to the Submitting Your Entry section for more details.
SILVER BERNAYS ENTRY CHECKLIST
Submit all materials at www.prsasdic.org/

- Entry Form (completed online, which will include identifying what you want engraved on your award)
- 100-word summary
- Payment

PDF Entry File (limit 100 MB):
- Cover Page
- Two-Page Summary
- Supporting Materials
- PowerPoint slide

DEADLINES
Deadline for receipt of entries is Friday, June 24, 2016 at 4 p.m. For a $40 late fee per entry, entrants can submit their entries at the “late” deadline of Friday, July 8 at 4 p.m., or at the “last minute” deadline of Friday, July 22 at 4 p.m. for an $80 per entry last minute fee. Extensions after 4 p.m. on Friday, July 22, will not be granted.

Deadline: Friday, June 24, 2016; 4 p.m.
Late Deadline: Friday, July 8, 2016; 4 p.m.
Last Minute Deadline: Friday, July 22, 2016; 4 p.m.

Following each deadline, the submission system may be closed for up to 24 hours.

FEES
Entry fees are as follows:
- $80/PRSA member
- $95/non-member
- $15/PRSSA member (student project category only)
- $65/nonprofit organization
- $40/late fee applied to entries received after June 24, 2016 and before July 8, 2016
- $80/last minute fee applied to entries received after July 8, 2016 through July 22, 2016 at 4 p.m.

Payments are made online when entries are submitted, and PRSA SD/IC accepts Visa, MasterCard, American Express and Discover. While online payments are preferred, please contact Krystin Williamson at (619) 342-9383 or krystin@allisonpr.com in the event that other arrangements need to be made.
PRSA SD/IC presents the Bronze Bernays Awards each year to recognize outstanding public relations tactics, consisting of individual items or components of programs or campaigns. Exemplary professional skill, creativity and resourcefulness are reflected in each award. Only one Award of Excellence may be awarded in each subcategory. Up to two other entries in each subcategory may be awarded an Award of Merit. No awards are given in categories where judges determine that the entries do not merit them.

Competition is open to both PRSA SD/IC members and non-members. Work must have either been physically performed in San Diego and/or Imperial Counties or served a San Diego/Imperial Counties-area event, organization, company or client. Tactics produced in part or whole between July 1, 2015, and June 30, 2016 are eligible. Tactics tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured. All tactic entries require a one-page summary included in the entry. It is possible that an entry could be appropriate for more than one category. Bronze entries can be submitted in multiple categories.

These awards, outlined as follows, cover a wide range of categories and will be presented at the Bernays Awards on October 20 at Tom Ham’s Lighthouse.

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**BRONZE BERNAYS AWARD CATEGORIES**

Tactics, programs and events driven entirely by media relations for a consumer product or service. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Provide YouTube/Vimeo links to any television or radio coverage in your supporting materials, or coverage can be visually documented.

- **Media Relations Consumer Products and Services**
  Tactics, programs and events driven entirely by media relations for a consumer product or service. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Provide YouTube/Vimeo links to any television or radio coverage in your supporting materials, or coverage can be visually documented.

- **Media Relations Business to Business**
  Tactics, programs and events driven entirely by media relations for business to business. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Provide YouTube/Vimeo links to any television or radio coverage in your supporting materials, or coverage can be visually documented.

- **Media Relations Associations/Government**
  Tactics, programs and events driven entirely by media relations for an association or government agency. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Provide YouTube/Vimeo links to any television or radio coverage in your supporting materials, or coverage can be visually documented.

- **Media Relations Nonprofit**
  Tactics, programs and events driven entirely by media relations for a nonprofit or public service organization. Submit press releases, media advisories, pitch letters, requests for coverage, etc.,
along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Provide YouTube/Vimeo links to any television or radio coverage in your supporting materials, or coverage can be visually documented.

• **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 in your supporting materials. The one-page summary should include target audience, measurable objectives and any documented results.

• **Editorials/Op-Ed Columns**
Opinion articles written as an editorial, guest column or letter to the editor. Submit text of article and documentation of publication in your supporting materials.

• **Websites, Internal/Intranets**
Use of a website as part of a public relations program for an internal audience (e.g., employees, sponsors, etc.). Website entries should include the URL (if still live) and user IDs and passwords, if necessary, or screen captures of the website or copies of key pages from a storyboard in your supporting materials.

• **Websites, External**
Use of a website as part of a public relations program for an external audience (e.g., the public, community groups, etc.). Website entries should include the URL (if still live), screen captures of the website or copies of key pages from a storyboard in your supporting materials.

• **Social Media**
Use of social media including Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube, etc., as part of a public relations program. Include screen grabs or copies of key pages in a storyboard in your supporting materials, and include website URL for external sites.

• **Blogs**
Web-based journals, or blogs, that communicated either a corporate, public service or industry position. Include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Include screen grabs or copies of key pages in a storyboard in your supporting materials, and include blog URL.

• **Blogger Campaigns**
Proactive outreach to the blogger community on behalf of a product, service or organization. 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 visually documented or the actual site URLs.

• **Video Programs**
Pre-produced videos or video programs to inform target audiences of an event, product, service, issue or organization targeted either toward internal audiences such as employees, members, etc. or directed primarily at external audiences. Provide YouTube/Vimeo links to video(s), or include screen grabs or copies of key pages in a storyboard. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.
• Podcasts/Vodcasts/Webcasts
Media files distributed over the Internet using streaming media technology, which can be live or recorded. Include rationale for strategy, statistics or other means of quantifiable measurement to support stated objectives in the one-page summary, and provide YouTube/Vimeo links, as well as the site URL and/or include screen grabs or copies of key pages in a storyboard.

• Smartphone/Tablet Applications
Use of smartphone and/or tablet applications as part of a public relations program. Include copy, screen grabs and any images of key pages within the application in your supporting materials. Additionally, include brief instructions on how to download the application.

• Creative Tactics
Unconventional, creative tactics or approaches used as part of a public relations program. Include documentation of how the tactic specifically contributed to the measurable results of the campaign. Photographic and/or video representation of any physical objects should be included in your supporting materials.

• Word of Mouth
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. Where appropriate, include screen grabs or copies of key pages in a storyboard in your supporting materials.

• Press Conferences
One-time events 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 (see Silver Bernays categories #4, #5 or #6). The one-page summary should address logistics, execution and quantifiable measures that demonstrate how the press conference achieved its stated objectives.

• Press Kits/Media Kits
News releases, photographs and other background information compiled for an organization, product or issue (print or digital). Include a copy of the press kit or photographic and/or video representation of the kit in your supporting materials.

• Satellite Media Tours
Live broadcasts offered to, and aired by, television stations to inform target audiences about an event, product, service or organization. Provide YouTube/Vimeo links to any television or radio coverage in your supporting materials, or coverage can be visually documented. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.

• Public Service Announcements
Single productions or a series addressing the same issue distributed as unpaid public service announcements. Video, audio and print PSAs may be entered. For print PSAs, copies of the actual print PSA should be included in the supporting materials. For video/audio PSAs, provide YouTube/Vimeo links, or videos can be visually documented in your supporting materials. The one-page summary should include documentation of results and airing/printing.
• **Speeches**
Speeches written as part of a public relations effort. The one-page summary should include information about the audience, purpose of speech and any documented results against the stated objectives. Submit text of speech and evidence of execution in supporting materials.

• **Newsletters**
Publications (either print or digital) 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 as part of your supporting materials, if available.

• **Brochures**
Pamphlets, booklets or other small publications (either print or digital) designed to inform a target audience about an organization, product, service or issue. Include a copy of the publication in your supporting materials.

• **Magazines**
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. Include samples of three consecutive issues in your supporting materials.

• **Publications**
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 your entry. This may be uploaded separately from the single PDF file of your entry.

• **Annual Reports**
Publications (either print or digital) that report on an organization’s annual performance. Submit one copy of the publication along with your entry. This may be uploaded separately from the single PDF file of your entry.

• **Direct Mail/Direct Response**
Communications designed to solicit a specific, immediate response from 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. Include a copy of the publication in your supporting materials. (Entire communications programs should be entered in the Silver Bernays awards competition rather than in this category.)

• **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 in your supporting materials. The one-page summary should include target audience, measurable objectives and budget.

• **Research/Evaluation**
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 your supporting materials. One-page summaries for evaluations should detail how and why this method is unique and valuable.
Entries in Feature Stories, Editorials/Op-Ed Columns, Speeches and Advertorials must be written in their entirety or substantively by the entrant and not merely pitched.

--- DEFINITIONS USED IN CATEGORIES ---

The categories listed in the above coincide with the definitions below. Please utilize this to help you decide the most appropriate category based on your program’s objectives and audiences.

**Business**: Business refers to all profit-making entities.

**Consumer**: Consumer refers to products or services targeted to individuals who pay for their own transactions.

**Government**: Government refers to 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**: Association 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. This subcategory is not intended for organizations that may have nonprofit status but function as business organizations. Nonprofit organizations that function as governmental or quasi-governmental should be entered in the government category.

--- PREPARING YOUR BRONZE BERNAYS ENTRY ---

Each entry must include a concise one-page summary of the tactic. The one-page summary should be typed using at least a 10-point typeface and should have one-inch margins. The one-page summary is perhaps the most important component of a Bronze Bernays entry. The entry will be eliminated if a summary is not included or if it exceeds the maximum one-page length.

Judging will be based on planning/content, creativity/quality, technical excellence and assessment/results. Within these areas, the summary should include measurable objectives, target audiences, budget and any other specific information requested in the individual category. Results should provide evidence of how the stated objectives were met and how the entry impacted the success of a broader or ongoing program. Evidence may be qualitative or quantitative, as appropriate for the scope and nature of the entry.

Include required and additional supporting materials to backup your one-page summary. The supporting materials should be organized by appropriately labeled sections.
SUBMITTING YOUR BRONZE BERNAYS ENTRY

Award Submissions
Bronze Awards will be submitted electronically, which will allow for entries to be uploaded and paid for online. Entries will be submitted at www.prsas dic.org/, where entrants will complete an entry form, upload the entry file and pay for the entry. All Bronze Bernays entries should be prepared as a single PDF file (with the exception of the publication and annual report categories), with a cover page, one-page summary and supporting documentation/exhibits. The cover page should include the following:

- Award Category Number (indicate if the submission is for a Silver or Bronze Bernays Award, e.g., Bronze #5 or Silver #10)
- Award Category Name (e.g., Advertorials or Crisis Communications)
- Entry Title
- Entrant Name/Organization/Company
- Contact Name, Email and Phone Number

Claims made in your summary may be substantiated by supporting materials included in your electronic entry, and copies of categorical materials should be included, as requested in category descriptions. All supporting materials must be incorporated into a single PDF file with your cover page and summary. Please note that entries are limited to 100 MB total, including the cover page, summary and all supporting materials. (Please contact Krystin Williamson at krystin@allisonpr.com if there is a size limit concern). Please do not use less than a 10-point font size on any materials.

Other Materials
In addition to the PDF file, entrants must submit a single PowerPoint slide, which will be shown during the event presentation if the entrant wins. On one, white background PowerPoint slide, please include:

- Entrant name/organization name
- Entry title
- Entrant organization(s) logo
- 2-3 results-oriented photos or images

Entrants will be asked to provide a 100-word summary of their campaign or program as part of the online entry form. If selected as a winner, all or a portion of your entry may be used in the script or presentation at the Bernays Awards ceremony or posted on the website as a case study of top honorees for 2016.

Entry fees are not refundable. Please refer to the Submitting Your Entry section for more details.
Bronze Bernays Awards

BRONZE BERNAYS ENTRY CHECKLIST
Submit all materials at www.prsasdic.org/

☐ Entry Form (completed online, which will include identifying what you want engraved on your award)
☐ 100-word summary
☐ Payment

PDF Entry File (limit 100 MB):
Cover Page
One-Page Summary
Supporting Materials
PowerPoint slide

DEADLINES
Deadline for receipt of entries is Friday, June 24, 2016 at 4 p.m. For a $40 late fee per entry, entrants can submit their entries at the “late” deadline of Friday, July 8 at 4 p.m., or at the “last minute” deadline of Friday, July 22 at 4 p.m. for an $80 per entry last minute fee. Extensions after 4 p.m. on Friday, July 22, will not be granted.

Deadline: Friday, June 24, 2016; 4 p.m.
Late Deadline: Friday, July 8, 2016; 4 p.m.
Last Minute Deadline: Friday, July 22, 2016; 4 p.m.

Following each deadline, the submission system may be closed for up to 24 hours.

FEES
Entry fees are as follows:
• $80/PRSA member
• $95/non-member
• $15/PRSSA member (student project category only)
• $65/nonprofit organization
• $40/late fee applied to entries received after June 24, 2016 and before July 8, 2016
• $80/last minute fee applied to entries received after July 8, 2016 through July 22, 2016 at 4 p.m.

Payments are made online when entries are submitted, and PRSA SD/IC accepts Visa, MasterCard, American Express and Discover. While online payments are preferred, please contact Krystin Williamson at (619) 342-9383 or krystin@allisonpr.com in the event that other arrangements need to be made.
CHAPTER SPONSORS

PRESENTING/PLATINUM CHAPTER SPONSORS

- Elevator
- Scripps
- FOCUSCOM INC.
- SDGE
- SouthWest Strategies

A Sempra Energy utility®

GOLD CHAPTER SPONSORS

SILVER CHAPTER SPONSORS

- PR Newswire
  A UBM plc company

BRONZE CHAPTER SPONSORS

- public relations®
- communications
- Attention Getters

APR CHAPTER SPONSOR

- RELIANCE PUBLIC RELATIONS, INC.
2016 Bernays Sponsorship Opportunities

AVAILABLE SPONSORSHIPS

Reception Sponsor - $2,500 (One Available)
• Exclusive sponsor for networking reception prior to Bernays ceremony
• Full table (10 seats) at Bernays with priority seating ($1,000 value)
• Opportunity to speak for two minutes during reception
• Official acknowledgement as a sponsor from the stage of the event
• Opportunity to place collateral/marketing materials at reception area tables (materials provided by sponsor)
• Recognition on tags/signage at event reception tables
• Company logo and website link on Bernays Awards event page
• Logo placement on event collateral, presentation and signage
• Logo and recognition in Bernays event program as Reception Sponsor
• Quarter-page advertisement in Bernays event program
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a sponsor in Chapter’s Twitter handle (reaching 4,800+ followers)

Signature Cocktail Sponsor - $1,200 (One Available)
• Opportunity to coordinate with Bernays Committee on signature cocktail for event, which will be named for sponsor and available throughout the night
• Official acknowledgement as a sponsor from the stage of the event
• Company logo and website link on Bernays Awards event page
• Logo placement on event collateral, presentation and signage
• Logo and recognition in Bernays event program as Signature Cocktail Sponsor
• Company logo and website link on Bernays Awards event page
• Two tickets to Bernays Awards
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a sponsor in Chapter’s Twitter handle (reaching 4,800+ followers)

Wine Table Sponsor – $1,200 (One Available)
• Opportunity to label wine bottles on dinner tables (estimated 20 tables; sponsor must design and provide 100 labels for wine bottles)
• Official acknowledgement as a sponsor from the stage of the event
• Company logo and website link on Bernays Awards event page
• Logo placement on event collateral, presentation and signage
• Logo and recognition in Bernays event program as Wine Table Sponsor
• Company logo and website link on Bernays Awards event page
• Two tickets to Bernays Awards
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a sponsor in Chapter’s Twitter handle (reaching 4,800+ followers)
Centerpiece/Décor Sponsor – In Kind, Minimum Wholesale Value of $1,000 (One Available)
• Opportunity to place collateral/marketing materials at event (materials provided by sponsor)
• Official acknowledgement as a sponsor from the stage at the event
• Company logo and website link on Bernays Awards event page
• Logo placement on event collateral, presentation and signage
• Recognition on tags/signage at event dinner tables
• Two tickets to Bernays Awards
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a sponsor in Chapter’s Twitter handle (reaching 4,800+ followers)

Favor Sponsor – In Kind, Your Costs (One Available)
• Opportunity to distribute a party favor to each attendee with a tag identifying company (favor provided by sponsor)
• Company logo and website link on Bernays Awards event page
• Logo placement on event collateral
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a sponsor in Chapter’s Twitter handle (reaching 4,800+ followers)

Audio Visual Sponsor – In Kind, Minimum Wholesale Value of $1,500 (One Available)
• Official acknowledgement as a sponsor from the stage at the event
• Company logo and website link on Bernays Awards event page
• Recognition in event audio visual presentation
• Logo placement on event collateral and signage
• Quarter-page advertisement in Bernays event program
• Opportunity to place collateral/marketing materials at event (materials provided by sponsor)
• Two tickets to Bernays Awards
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a sponsor in Chapter’s Twitter handle (reaching 4,800+ followers)

Floral Sponsor – In Kind, Minimum Wholesale Value of $500 (One Available)
• Official acknowledgement as a sponsor from the stage at the event
• Company logo and website link on Bernays Awards event page
• Logo placement on event collateral and signage
• Recognition on tags on event bouquets/arrangements (tags provided by sponsor)
• Opportunity to place collateral/marketing materials at event (materials provided by sponsor)
• Two tickets to Bernays Awards
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a sponsor in Chapter’s Twitter handle (reaching 4,800+ followers)
Bernays Table Sponsor - $2,000
• Full table (10 seats) at Bernays with priority seating ($1,000 value)
• Opportunity to serve as award presenter
• Official acknowledgement as a sponsor from the stage at the event
• Opportunity to distribute giveaways or collateral material to event attendees (materials provided by sponsor)
• Logo placement on event collateral, including signage, invitation and program
• Quarter-page advertisement in Bernays event program
• Company logo and website link on Bernays Awards event page
• Recognition as a sponsor in Chapter’s Facebook sponsor album (reaching 1,000+ “likes”)
• Recognition as a Bernays table sponsor on Chapter’s Twitter handle
• Opportunity to provide a gift/giveaway via Chapter Twitter handle (reaching 4,800+ followers; materials provided by sponsor)

To sponsor the event, contact Nikki Jimenez at (619) 233-7778 or nikki.jimenez@focuscominc.com. For more information about other Chapter sponsorship opportunities, please contact PRSA SD/IC Board President Elect Melissa Cameron at (858) 541-7800 or mcameron@swspr.com.
When considering entering the Bernays Awards, assign a project leader to oversee and manage documentation, preparation of the entry and writing of the summary. There are two categories in which to submit entries: Silver (Campaigns) and Bronze (Tactics). Upon picking your submission category (or categories), allocate enough time to put together a winning submission. Some part of your entry must have been executed between the dates of July 1, 2015 – June 30, 2016, and it is easier to enter a project that it completed or near completion, as you will be better able to document your evaluation and show how the entry reached your goals and objectives.

**SILVER BERNAYS AWARDS ENTRIES**

**Writing Your Summary**
A Silver Bernays award recognizes a complete public relations program/campaign, including research, planning, execution and evaluation that meet the highest standards of performance in the field, and the two-page summary is the single most important component of a Silver Bernays entry. Yes, your summary is that important — don't underestimate it.

Your summary should be able to win the award for you. Make it succinct and engaging. Make sure it outlines your key objectives, and make sure those objectives are measurable. Show how your research drove planning and execution. Directly tie your results to your objectives. And don't forget to include your budget! Use the following questions to help you prepare a strong summary (and the rest of your entry).

**Research**
- What prompted the research? 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.
- How did the research shape the planning process?
- How did the research help define or redefine the audience(s) or the situation?

**Planning**
- What was the plan in general terms?
- How did the plan correlate to the research findings?
- What were the specific, measurable objectives of the plan?
- Who were the target audiences?
- What was your budget?

**Execution**
- How did the activities flow? What was your timeline?
- What were the key tactics?
- Were there any difficulties encountered? If so, how were they handled?
- Were nontraditional public relations tactics used?

**Evaluation**
- What were your results?
- How did you evaluate your results? What methods did you use?
- How did the results compare to the specific, measurable objectives identified in the planning section?
- How well do the results reflect original strategy and planning?
Pulling Together Your Backup Materials

It’s important to provide backup materials to your summary. It will give the judges a chance to see your real work and how you translated your plan into action. If you talk about something in your summary, include the documentation for it. The judges want to see evidence of your hard work, so be sure to show it off! Create an outline for research, planning, execution and evaluation. Keep track of supporting documents to pull from the summary. Take your time and put the most compelling facts first. Include headers for judging categories. Make it easy for judges to find the essential elements of a winning entry. Here’s a list of possible items to include:

- **Research:** focus group findings, stakeholder interview notes, internet research, survey/study results
- **Planning:** PR plans, timeline, emails, notes from brainstorming sessions
- **Execution:** press releases, media kits, social media pages, collateral (fact sheets, FAQs), pitches, storyboard with screen shots
- **Evaluation:** feedback received, media coverage secured, number of attendees, social media analytics

But don’t overdo it. You don’t need to include every email or every news clip. Just include the most important elements to telling your campaign’s story.

Getting Ready to Submit

Now that you’ve put in all that work, don’t let it go to waste. Proof and reproof. Remember that judges aren’t from here – remove any jargon and explain anything they may need to know about the local market. Go through the checklist again – are you meeting all the requirements? Let your entry sit for a day, then look at it again. Anything you can delete? Anything you missed?

Finally, upload and pay…and breathe. And get excited to step right up with us at the 2016 Bernays Awards on October 20 at Tom Ham’s Lighthouse, exploring the uncharted seas our PR professionals navigate for their clients.

Writing Your Summary

A Bronze Bernays Award recognizes outstanding public relations tactics, consisting of individual items or components of programs or campaigns. Exemplary professional skill, creativity and resourcefulness are reflected in each award. Once again, it’s all about the summary. Judges evaluate the entries on four key areas — planning/content, creativity/quality, technical excellence and assessment/results.

Your summary should include specific, measurable objectives, target audiences, budget and any other specific information requested in the individual category (hint: be sure to reread your category description when you get ready to write).

Remember that two areas of judging are worth more points, and include more information in each of those areas. Creativity – why is your work unique? Why did you choose this campaign or tactic? Why was it the best way to reach or influence your target audience? Technical – what elements did you use to set your work apart? How does this fit in with, and support, your more comprehensive strategic plan?

Make sure to bring up your results — qualitative, quantitative or both — to provide evidence of how the objectives were met and how the entry impacted the success of your broader public relations program.
Pulling Together Your Backup Materials
When looking at tactics, it’s important to keep your entry straightforward and to the point. Give the judge a good overview of your organization, issue and approach, but don’t get lost in the weeds. Provide a sampling of supporting materials, not every single thing. Judges are reading through a lot of entries. If you mention a particular piece or clip, include it. If a certain piece really shows off your great work, include it. (And again with the hint: reread your category description to see what you must include).

Getting Ready to Submit
Just like with Silver Bernays, now that you’ve put in all that work, don’t let it go to waste – proof your work! Reread your summary – is it concise? Is it understandable? Go through the checklist again – are you meeting all the requirements? Let your entry sit for a day. Anything you can remove? Anything you missed?

Finally, upload and pay (hey, this is a fundraising opportunity for the Chapter)...and breathe. And get excited to celebrate the best of the best with us at the 2016 Bernays Awards on October 20 at Tom Ham’s Lighthouse.

GOOD LUCK!