



**2018 Edwards L. Bernays Mark of Excellence Awards**

Call for Entries – Student Bernays Awards



## **Overview**

### **2018 Edwards L. Bernays Mark of Excellence Awards**

The Edward L. Bernays Mark of Excellence Awards recognize the expertise and dedication of public relations professionals with 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 Student Bernays Awards are presented to current students within the San Diego and Imperial Counties for demonstrating stellar strategic thought and planning.

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.

Student Awards will be announced on Thursday, Oct. 25, 2018, at the Edward L. Bernays Mark of Excellence Awards at The Alexandria at Torrey Pines. In addition to the awards ceremony, all 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, students must continue to show the value of hard strategic thought and work put into public relations campaigns. A PRSA SD/IC Bernays Mark of Excellence Award is a third-party peer validation of the best work in the San Diego region and can be used to gain competitive advantage when job seeking.

### **Submitting Your Entry**

This year, PRSA SD/IC is again implementing online submissions and judging, which will allow for entries without the hassle of binders. Email your entry to [slemons@katzandassociates.com](mailto:slemons@katzandassociates.com). We advise you to closely review the Bernays Entry checklist section for more details. Please contact Sarah Lemons at (858) 614-5545 or [slemons@katzandassociates.com](mailto:slemons@katzandassociates.com) with entry questions. Upon receipt of your entry, Sarah Lemons will put you in contact with the Chapter Manager to process the \$20 entry fee.

### **Student Bernays Awards Program**

The Student Bernays Award category recognizes stellar public relations programs or campaigns – real or hypothetical – developed by San Diego students. Only one Student Award of Excellence may be awarded; up to two other entries may be awarded an Award of Merit.

Competition is open to both PRSSA members and non-members. The submission must be the original work of a student enrolled at a college or university in San Diego or Imperial Counties, although no physical “execution” of the entry needs to have taken place. Course work/plans are valid entries as long as they detail strategic thought in the areas of research, planning, execution and evaluation.

The student's work must have occurred between July 1, 2017, and June 30, 2018. All entries require a brief summary detailing the thought behind the research, planning, execution and evaluation of a real or hypothetical program or campaign. The cost of submitting a Student Bernays Award Entry is \$20.

### **Preparing Your Student Bernays Entry**

Each entry must include a concise 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 summary.

The summary should be one column and no more than 5,500 characters with spaces. 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 summary. 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.

Supporting material files must be less than 50Mb. You may submit one file or split them up per category in up to five files. Or, you could split up the sections and label them individually by the file names.

### **Other Items**

Please also email one fact about your entry that could be shared during the ceremony, in less than 500 characters.. Get creative! Lastly, please email one image to be used during the ceremony in a JPEG, PNG or PDF file no larger than 50Mb.

## **Bernays Entry Checklist**

Email all materials to Sarah Lemons at [slemons@katzandassociates.com](mailto:slemons@katzandassociates.com)

- Award Type – Silver
- Award Category – Sub-category name within the Silver or Bronze award type
- Summary content – no more than 5,500 characters with spaces for Silver awards – pasted into the entry field
- Supplementary material file(s), no larger than 50Mb
  - Entrant name/organization name (For example: Reilly PR and Lemons Juice Co.)
- Entry title (For example: Mobile Green Juice Campaign Helps Lemons Juice Co. Take Over the World)
- Entrant logo(s) – 2 max
- Results-oriented photos or images – 2 max
- Award Engraving – Entry title with 60-character limit including spaces (For example: Lemons Juice Takes Over the World with Green Juice Campaign)
- Award Engraving – Entrant name/organization name with 60-character limit including spaces (For example: Reilly PR and Lemons Juice Co.)

## **Deadline**

Deadline for receipt of entries is Friday, July 27, at 5 p.m. Extensions after 5 p.m. on Friday, July 27, will not be granted.

## **Fees**

Entry fees are \$20 (student project category only)

Payments will be processed by Chapter Manager Margarita Santos after you have submitted your entry via email to Sarah Lemons at [slemons@katzandassociates.com](mailto:slemons@katzandassociates.com). PRSA SD/IC accepts Visa, MasterCard, American Express and Discover. Other forms of payment can be arranged with the Chapter Manager if needed.

## **Judging Criteria**

All entries are judged by professional and distinguished members of a partner PRSA Chapter. The Student Bernays Awards recognize complete public relations programs incorporating research, planning, execution and evaluation.

Only one first place award may be awarded. 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.

## **Tips for Award Winning Entries**

### **What Constitutes a Winning Bernays Entry?**

#### **Writing Your Summary**

Student Bernays Awards recognize a complete public relations program/campaign, including research, planning, execution and evaluation that meet the highest standards of performance in the field. The summary is the single most important component of an 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 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 will/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 non-traditional public relations tactics used?

#### **Evaluation**

- What were your results? How would you measure 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 San Diego – 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, email your award entry and supporting materials to Sarah Lemons at [slemons@katzandassociates.com](mailto:slemons@katzandassociates.com), and process your \$20 entry fee payment with Chapter Manager Margarita Santos. Get excited to step right up with us at the 2018 Bernays Awards on October 25 at The Alexandria at Torrey Pines.