

*Mad for* **PR**



**EDWARD L. BERNAYS**

*Mark of Excellence Awards*

— OCTOBER 25, 2018 —

*The Alexandria at Torrey Pines*

**CALL FOR ENTRIES**





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*Mad for* **PR**

2018  
Edward L. Bernays Mark of Excellence Awards  
MAD for PR

The Edward 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, implementation 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. Call us “mad”, but we’ll be changing the format of this year’s ceremony with a formal theatre setting and the first-ever Bernays Soirée, held after the ceremony!

We hope you’ll join us at the 2018 Edward L. Bernays Mark of Excellence Awards ceremony on Thursday, Oct. 25, 2018 at The Alexandria at Torrey Pines.

## 2018 BERNAYS AWARDS CO-CHAIRS

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# Helpful Program Reminders

## 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.

Additionally, 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. The Best of Show winner(s) will be submitted as a representation of our chapter at the PRSA Western District Conference's Best of the West award program in 2019.

## 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.prsadic.org](http://www.prsadic.org). This year's scoring criteria has changed, so 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 and judging. We advise you to closely review the Submitting Your Entry section of this booklet for more details as we no longer require a cover sheet or 100-word summary, and the typical PowerPoint slide and supporting materials PDF are required in different formats based on our use of the online platform. Please contact Sarah Lemons at (858) 614-5545 or [slemons@katzandassociates.com](mailto:slemons@katzandassociates.com) with entry or platform questions.

## BEST OF SHOW

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, implementation 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.



# Helpful Program Reminders

**Scoring:** We have updated our scoring criteria this year to match what is being used by most PRSA Chapters across the nation. We hope this will create a more accurate and streamlined judging process. Bernays entries are now individually judged on a 100-point scale. For Silver Bernays, entries receive a score in each of the four categories – research (20 points), planning (30 points), implementation (30 points) and evaluation (20 points). For Bronze Bernays, entries are judged based on a 100-point scale in the following five categories – research (14 points), planning (30 points), implementation (30 points), creativity (15 points), and evaluation (11 points). We strongly encourage you to review our “Tips for Award-Winning Entries” at the end of this document, along with the scoring criteria sheets on the Bernays page of the website, to help guide you through the revised scoring criteria.

**Judges' Comments:** With the 2018 program being judged completely online – with judges providing feedback inside the platform – the scores and comments will be accessible immediately after the awards ceremony. This upgrade was made with our members in mind as we know receiving this feedback is important to you.

## SUBMISSION PERIOD

The submission period will be open for 9 weeks, June 4 – Aug. 10 at 5 p.m., with varying late fees for receipt of entries:

Deadline:	Friday, July 27, 2018; 5 p.m.
Late Deadline:	Friday, Aug. 3, 2018; 5 p.m. + \$50 late fee per entry
Last Minute Deadline:	Friday, Aug. 10, 2018; 5 p.m. + \$90 late fee per entry

## FEES

Entry fees are as follows:

- \$90/PRSA member
- \$105/non-member
- \$20/PRSSA member (student project category only)
- \$75/nonprofit organization (501c3 organizations as the official submitter only)
- \$50/late fee applied to entries received between July 27, 2018 at 5:01 p.m. and Aug. 3, 2018 at 5 p.m.
- \$90/last minute fee applied to entries received between Aug. 3, 2018, at 5:01 p.m. and Aug. 10, 2018 at 5 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 Chapter Manager Margarita Santos at margaritaprsa@gmail.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, four entries must be submitted through the OmniContest platform under the same registration credentials. Once four entries have been submitted for payment, the fee for the fifth entry will automatically be deducted. Late and last minute fees still apply. Not a member? Visit [www.prsasdic.org](http://www.prsasdic.org) for details on how to join.



# Special Awards

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 25 at The Alexandria.

## 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.

### Past Lifetime Achievement award winners include:

- Joe Charest
- Diane Lofgren, APR, Fellow
- Jim McBride
- Dr. Glen Broom

## 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.

### Past PR Pro award winners include:

- Teresa Siles
- Valerie Chereskin, APR
- Bill Gay, APR



# Special Awards

## 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.

### Past Community Service award winners include:

- Bill Johnston
- Marlee Ehrenfeld
- Jim McBride

## 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).

### Past New Pro award winners include:

- Olivia Stafford
- Lidiya Kravchuck
- Anne Marie Price



# Special Awards

## 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:

- Liz Maland
- Randy Ward
- Irene McCormack Jackson

## PR TEAM OF THE YEAR

This award honors a public relations team – be it a PR/Communications agency, a corporation, a government organization, an educational institution or a nonprofit organization – that has demonstrated excellence and outstanding achievement in their work as evidence by team work, results and/or contributions to the field of public relations, their constituents, community or society at large.

### *Nomination criteria*

A “PR Team” under this award must include a minimum of three practitioners, one of whom must be a PRSA member. Please provide a brief overview of the extraordinary public relations accomplishment for which the team is being nominated for and considering areas of strategic planning, research, implementation and evaluation. More so, please highlight the teamwork philosophies, strategies or qualities that contributed to success. How did this particular team’s approach make a difference in the quality of work produced or overall accomplishments? The nomination should also identify each team member by name and provide a brief explanation of their role that contributed to the accomplishment with a majority of elements occurring between July 1, 2017 and June 30, 2018.

### Past PR Team of the Year award winners include:

- Katz & Associates and City of San Diego





# Special Awards

## 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 Sarah Lemons at [slemons@katzandassociates.com](mailto:slemons@katzandassociates.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 2018. 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, Aug. 17, 2018 at 5 p.m.



# Silver Bernays Awards

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, implementation 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, 2017, and June 30, 2018. 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, implementation and evaluation of the campaign.

## 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.



# Silver Bernays Awards

## 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.



# Silver Bernays Awards

## 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.

## 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

### The Summary

Each entry must include a concise two-page summary of the project, providing an overview of the project and detailing the research, planning, implementation and evaluation for the program. The 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. Review the complete scoring criteria sheets on the Bernays event page on [www.prsasdic.org](http://www.prsasdic.org).



The two-page summary should be one column, typed using at least 10-point typeface and 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. Entries will be submitted online through the OmniContest platform, where entrants will complete an entry form, upload the summary and supporting materials and pay for entries. Your entry summary should be uploaded as a PDF and should not exceed 50 MB. Your summary must be divided into the following four sections:

# Silver Bernays Awards

**Research:** Analyze or describe the situation on which the program is based. When addressing the actual research component, describe who specifically initiated the research. What was the purpose of the project and research? What research methods were used (e.g., focus groups, surveys, media analysis) and did you conduct primary or secondary 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 and implementation of the project objectives, strategies, or tactics? How did the research help define the audience(s) or the situation?

**Planning:** How do the plans correlate to the research findings? How was the four-step process of research, planning, implementation and evaluation used? Who was involved in the planning? In general terms, what was the plan? For example, what were the specific goals and objectives of the program? How were the objectives specific, measurable, attainable, relevant and time-specific? Who were the target audiences? What was the overall strategy employed? What materials were used?

**Implementation:** How were the plans implemented, and what were the results? What was your budget? In general terms, how did the activities flow? What were the start and end dates of the program? Were there any difficulties encountered? If so, how were they handled? Were other organizations involved? How were tactics and resources used to carry out your strategies and objectives? 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 and measurement were used? How were the objectives exceeded, met or not met? What ways could the program be improved if it were done again? How are results related to strategic objectives? (Note: Media circulation figures are not acceptable as the only means of quantitative measurement.)

## The Supporting Materials

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 each. You may submit one file or split them up per category in up to five files. For example, like past years you could upload one file with sections labeled for research, planning, implementation and evaluation. Or, you could split up the sections and upload them individually labeled by the file names.

## Other Items

In less than 500 characters, you'll be asked to provide one fact about your entry that could be shared during the ceremony. Get creative!

Lastly, please upload one image to be used during the ceremony in a JPEG, PNG or PDF file no larger than 50Mb.



# Bronze Bernays Awards

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, 2017, and June 30, 2018 are eligible. Tactics tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured. All Bronze 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.

## BRONZE BERNAYS AWARD CATEGORIES

### 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.



# Bronze Bernays Awards

## 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.



# Bronze Bernays Awards

## 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.





# Bronze Bernays Awards

## 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.



# Bronze Bernays Awards

## 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.

**Business to Business:** Business to business refers to items targeted to organizations or individuals acting on behalf of organizations.

**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.



# Bronze Bernays Awards

**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

### The Summary

Each entry must include a concise one-page summary of the tactic. The summary is perhaps the most important component of a Bronze Bernays entry. The one-page summary should be one column, typed using at least 10-point typeface and have one-inch or larger margins. Entries will be eliminated if a summary is not included or if it exceeds the maximum one-page length. Entries will be submitted online through the OmniContest platform, where entrants will complete an entry form, upload the summary and supporting materials and pay for entries. Your summary should be uploaded as a PDF and should not exceed 50 MB.

Judging will be based on research, planning, implementation, creativity and evaluation. 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. Review the complete scoring criteria sheets on the Bernays event page on [www.prsasdic.org](http://www.prsasdic.org).

### The Supporting Materials

Include required and additional supporting materials to backup the judging criteria categories and summary content. The supporting materials should be organized by appropriately labeled sections either in one separate PDF entry or you may split them up per category in up to five files. All supporting material files must be less than 50Mb each.

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.

### Other Items

In less than 500 characters, you'll be asked to provide one fact about your entry that could be shared during the ceremony. Get creative!

Lastly, please upload one image to be used during the ceremony in a JPEG, PNG or PDF file no larger than 50Mb.



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## FLORALS



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# Available Sponsorships

## PRESENTING SPONSOR - \$2,500 (ONE AVAILABLE)

- Exclusive sponsor for Bernays ceremony
- Full row (9 seats) at Bernays with priority seating (\$765 value)
- Two complimentary Bernays entries
- One complimentary job posting on the PRSA SD/IC website job board
- Opportunity to speak for two minutes during ceremony
- Official acknowledgement as the Presenting Sponsor from the stage of the event
- Opportunity to distribute giveaways or collateral materials to event attendees (materials provided by sponsor)
- Recognition on tags/signage at cocktail hour belly-up tables
- Company logo and website link on Bernays Awards event page
- Logo placement on event collateral, presentation, press release and signage
- Logo and recognition in Bernays event program as Presenting Sponsor
- Quarter-page advertisement in Bernays event program
- Recognition as a sponsor in Chapter's Facebook sponsor album (reaching 1,300+ "likes")
- Recognition as a sponsor in Chapter's Twitter handle (reaching 5,000+ followers)
- Opportunity to partner with Chapter to host Lunch & Learn event
- One blog article (topic of organization's choice) promoting the organization and its assistance to public relations professionals on the chapter blog during the year of the sponsorship

## BERNAYS THEATRE SPONSOR - \$2,000

- Full row (9 seats) at Bernays with priority seating (\$765 value)
- Opportunity to serve as award presenter
- One complimentary Bernays entry
- One complimentary job posting on the PRSA SD/IC website job board
- Official acknowledgement as a sponsor from the stage at the event
- Opportunity to distribute giveaways or collateral materials 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 1,300+ "likes")
- Recognition as a Bernays table sponsor on Chapter's Twitter handle
- Opportunity to provide a gift/giveaway via Chapter Twitter handle (reaching 5,000+ followers; materials provided by sponsor)



# Available Sponsorships

## **MAD COCKTAIL HOUR SPONSOR - \$1,200 (ONE AVAILABLE)**

- Exclusive sponsor for networking reception prior to Bernays ceremony
- Opportunity to coordinate with Bernays Committee on signature cocktail for event, which will be named for sponsor and available throughout the night
- One complimentary Bernays entry
- 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 Reception 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 1,300+ "likes")
- Recognition as a sponsor in Chapter's Twitter handle (reaching 5,000+ followers)

## **MAD SOIRÉE SPONSOR - \$1,200 (ONE AVAILABLE)**

- Exclusive sponsor of the first-ever Bernays Soirée, held after the awards ceremony, where dessert and Champagne will be served
- Opportunity to have signage at belly-up tables (estimated 15 tables; sponsor must design and provide signage)
- One complimentary Bernays entry
- 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 Soirée 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 1,300+ "likes")
- Recognition as a sponsor in Chapter's Twitter handle (reaching 5,000+ followers)

## **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
- Two tickets to Bernays Awards
- Recognition as a sponsor in Chapter's Facebook sponsor album (reaching 1,300+ "likes")
- Recognition as a sponsor in Chapter's Twitter handle (reaching 5,000+ followers)



# Available Sponsorships

## **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 1,300+ "likes")
- Recognition as a sponsor in Chapter's Twitter handle (reaching 5,000+ followers)

## **SOLO PRACTITIONER SPONSOR - \$300 (THREE AVAILABLE)**

- Logo placement 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 1,300+ "likes")
- Recognition as a sponsor in Chapter's Twitter handle (reaching 5,000+ followers)
- One blog article (topic of practitioner's choice) promoting practitioner and the services they provide on the Chapter blog
- \*\*Please note: To qualify for the Solo Practitioner Sponsorship, practitioner must employ no more than three full-time employees.

**To sponsor the event, contact Hope Reilly at (858) 541-7800 or [hreilly@swspr.com](mailto:hreilly@swspr.com)  
For more information about other Chapter sponsorship opportunities,  
please contact PRSA SD/IC Board President Elect  
Krystin Williamson at (619) 342-9383 or [krystin@allisonpr.com](mailto:krystin@allisonpr.com)**





# Tips for Award-Winning Entries

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, 2017 – June 30, 2018, 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, implementation and evaluation that meet the highest standards of performance in the field, and the 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 implementation. 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 (20 POINTS)

- What prompted the research? Was it in response to an existing problem, or does it examine a potential problem?
- What was the purpose of the project and research?
- What research methods were used (e.g., focus groups, surveys, media analysis)?
- 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 was the research shape the planning process?
- How did the research help define or redefine the audience(s) or the situation?

### PLANNING (30 POINTS)

- What was the plan in general terms?
- How did the plan correlate to the research findings?
- What were the specific, measurable, attainable, relevant and time-specific objectives of the plan?
  - Who were the target audiences?
- How was the four-step process of research, planning, implementation and evaluation used?
- What were the goals and how did they relate to the specific purpose or mission of the program?
- What were the strategies and how were they designed to achieve the objectives?



# Tips for Award-Winning Entries

## IMPLEMENTATION (30 POINTS)

- 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?
- What was your budget?
- What were the start and end dates of the program?
- How were your tactics and resources used to carry out your strategies and objectives?

## EVALUATION (20 POINTS)

- 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?
- How were your objectives met or exceeded?
- How would you improve the program if it were done again?

## 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, implementation 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
- Implementation: 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.

## REVIEW YOUR ENTRY

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 writing 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?



# Tips for Award-Winning Entries

## BRONZE BERNAYS AWARD ENTRIES

### 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 five key areas — research, planning, implementation, creativity and evaluation.

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). Use the following questions to help you prepare a strong summary (and the rest of your entry).

### RESEARCH (14 POINTS):

- What was the purpose of the project/tactic?
- What campaign research methods (e.g., focus groups, surveys, media analysis) were used that impacted the tactic? Was it primary or secondary research?
- How did the research results affect the creation or implementation of the tactic, based on campaign objectives or strategies?

### PLANNING (30 POINTS)

- How was the four-step process of research, planning, implementation and evaluation used to plan the tactic?
- Who was your target audience?
- How did the tactic support the overall outcomes of a program, mission or purpose?
- What were the objectives of the tactic?
- What were the strategies (overall concept, approach or general plan) related to the tactic that were designed to achieve the objectives?
- How were the objectives of the tactic specific, measurable, attainable, relevant and time-specific?

### IMPLEMENTATION (30 POINTS)

- What were the start and end dates of your program that the tactic was related to?
- How were resources used to carry out the strategy and work toward objectives?
- What challenges did you encounter? How did you overcome them?
- What was your budget?



# Tips for Award-Winning Entries

## CREATIVITY (15 POINTS)

- Why was your work unique?
- How did the text, artwork, or graphics target your specified audience?
- How was your tactic used in a creative way?
- Why was your tactic the best way to reach or influence your target audience?

## EVALUATION (11 POINTS)

- How were the objectives met or exceeded?
- What types of measurement methods (e.g., focus groups, surveys, media analysis) were used to evaluate the success of your tactic?
- How could you improve your tactic?

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).

## REVIEW YOUR ENTRY

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? Review the category description and judging criteria again – are you meeting all the requirements? Let your entry sit for a day. Anything you can remove? Anything you missed?



# Submitting Your Entry

It's now time to submit and pay for your entry through the OmniContest platform.

## HERE'S A CHECKLIST OF THE MATERIALS AND INFORMATION YOU'LL NEED HANDY:

- Award Type – Silver or Bronze
- Award Category – Sub-category name within the Silver or Bronze award type
- Summary content – two pages for Silver awards and no more than one page for Bronze awards in at least 10-point typeface, one column and at least one-inch margins - uploaded into the entry field
- Supplementary material file(s), no larger than 50Mb each.
- Entrant name/organization name (For example: Lemons PR and Reilly Juice Co.)
- Entry title (For example: Mobile Green Juice Campaign Helps Reilly Juice Co. Take Over the World)
- One results-oriented image, no larger than 50 Mb
- One fun fact about your award entry in no more than 500 characters with spaces
- Award Engraving – Entry title with 60-character limit including spaces (For example: Reilly Juice Takes Over the World with Green Juice Campaign)
- Award Engraving – Entrant name/organization name with 60-character limit including spaces (For example: Lemons PR and Reilly Juice Co.)

**GOOD LUCK!**

