



## 2018 Call For Entries

Within the East Central District of PRSA, exemplary communications programs are crafted and launched daily. For the past 41 years, the East Central District of the Public Relations Society of America has annually presented the Diamond Awards to public relations practitioners who have successfully addressed a communications challenge with exemplary skill, creativity and resourcefulness.

The awards competition is open to public relations, communications and marketing professionals who work within the district's boundaries. The East Central District covers the states of Indiana, Kentucky, Michigan, Ohio, Pennsylvania and West Virginia. Membership in PRSA is not required, however members will receive a discounted rate for submissions.

Entries in the 2018 competition must have been completed either during the last half of 2017, or any time prior to the 2018 entry deadline.

**Early Bird Deadline:** September 17, 2018. Pricing: \$65 for PRSA members, \$85 for non-PRSA members.

**Regular Deadline:** October 1, 2018. Pricing: \$80 for PRSA members, \$100 for non-PRSA members.

**Final Deadline:** October 15, 2018. Pricing: \$95 for PRSA members, \$115 for non-PRSA members.

For more information or questions please contact [ecddiamondawards@gmail.com](mailto:ecddiamondawards@gmail.com)

## **Welcome to the Diamond Awards!**

On behalf of the East Central District of the Public Relations Society of America, I would like to welcome you to enter the 2018 Diamond Awards!

I'm excited to share with you the updates we've made to the Diamond Award program this year.

1. The Diamond Award is being managed by the Board of the East Central District. In the past, an ECD Chapter has helped manage the process, but with the introduction of several changes to the awards program, we brought the program in-house for now.
2. We are again using the extremely convenient online awards portal, OMNIContests, which improves the user experience dramatically.
3. The Diamond Awards are now more closely aligned with PRSA's national Silver and Bronze Anvil Awards to allow organizations and PR professionals to easily submit their campaign or tactic for national entry.

As in previous years, entries will be judged by a partner PRSA chapter with entries awarded a Diamond Award or a Merit Award. One Best of Show will be awarded.

Thank you for entering. We look forward to recognizing the public relations brilliance within our District!

Andrea Clark, APR  
Chair, East Central District PRSA

**Now that the Diamond Awards have gone online, we have some tips for a successful entry:**

- Use Google Chrome as your internet browser when working in the OmniContests site as it is the most compatible with the platform.
- You can save your progress on your entries as you go. Click 'Save' as you work on your entries.
- The maximum file size for attachments is 50 MB. The only file extension that may be submitted is a .PDF.
- Please limit your entry to one PDF attachment for each entry and/or one URL
- We recommend if you have an audio or video file as your supporting material, please upload the file to Youtube or Vimeo and provide the URLs in your PDF attachment.
- When submitting images, submit web versions instead of hi-res, to minimize file space used.
- Instead of providing a copy of every media clip, consider displaying the most notable and attaching a separate list.

**Judging**

2018 judging criteria reflects changes that PRSA National has adopted to encourage strong and competitive entries. Entries will be scored out of 100 points. Please follow the scoring rubrics that can be found on the District website. Judges will be required to score by these rubrics.

A panel of judges from an out-of-state PRSA Chapter will judge the entries to determine the Diamond, Merit and Best of Show Award winners. Winners will be notified in mid-to-late November.

**Campaign Categories** –Similar to those for PRSA’s prestigious Silver Anvil Awards.

**C1. COMMUNITY RELATIONS**

C1a. Associations/Government/Nonprofit Organizations

C1b. Business Products

C1c. Business Services

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations. Campaigns designed to promote products should be entered in the Marketing Consumer Products or Marketing Business to Business category.

**C2. CONTENT MARKETING**

C2a. Associations/Government/Nonprofit Organizations

C2b. Business Products

C2c. Business Services

C2d. Consumer Products

C2e. Consumer Services

Programs that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire, and engage target audience(s). Include examples and metrics.

**C3. CRISIS COMMUNICATIONS**

Includes programs undertaken to deal with an unplanned event that required an immediate response.

**C4. EVENTS AND OBSERVANCES**

C4a. 1-7 days

C4b. 7+ days

Includes programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special activities.

**C5. FINANCIAL COMMUNICATIONS**

Includes programs directed to shareowners, other investors and the investment community.

**C6. GLOBAL COMMUNICATIONS**

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

**C7. INFLUENCER MARKETING TO EXPAND AWARENESS**

Program that focuses on using paid spokespeople and key leaders to increase awareness and drive your brand's message to the larger market.

#### C8. INTEGRATED COMMUNICATIONS

C8a. Associations/Government/Nonprofit Organizations

C8b. Business to Business

C8c. Consumer Products

C8d. Consumer Services

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

#### C9. INTERNAL COMMUNICATIONS

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

#### C10. ISSUES MANAGEMENT

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

#### C11. CORPORATE SOCIAL RESPONSIBILITY CAMPAIGN

Program that enhances a corporate reputation and demonstrates a business approach to initiatives that positively impact society. Campaigns to highlight the positive impact that they have had delivering economic, social and environmental benefits to stakeholders.

#### C12. MULTICULTURAL PUBLIC RELATIONS

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

#### C13. PUBLIC AFFAIRS

C13a. Associations/Government/Nonprofit Organizations

C13b. Business

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

#### C14. PUBLIC SERVICE

C14a. Associations/Government/Nonprofit Organizations

C14b. Business

C14c. Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)

Includes programs that advance public understanding of societal issues, problems or concerns

#### C15. REPUTATION/BRAND MANAGEMENT

C15a. Associations/Government/Nonprofit Organizations

C15b. Business

C15a.1. Companies with sales up to \$50 million

C5a.2. Companies with sales of more than \$50 million to \$500 million

C15c.3. Companies with sales of more than \$500 million

Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

#### C16. MARKETING CONSUMER PRODUCTS AND/OR SERVICES

Includes programs designed to introduce new products and/or services or promote existing products and/or services to a consumer audience.

#### C17. MARKETING BUSINESS TO BUSINESS AND/OR SERVICES

Includes programs designed to introduce new products and/or services or promote existing products and/or services to a business audience.

**Tactics Categories** - Similar to those for PRSA's prestigious Bronze Anvil Award.

#### T1. SPONSORSHIP ACTIVATION

Sponsorships represent the alignment of shared values and goals, and can be profitable marketing opportunities for building harmonious partnerships. Activation requires a deep understanding of brand synergy to support how affiliations are formed and promoted to vetted demographics. Show how the activation leveraged investment.

#### T2. INFLUENCER PROMOTION

Influencer marketing focuses on an individual the audience sees as a trusted source of information and which can be differentiated far better than through advertising or content marketing. How did you ensure maximization of your ROI with these highly targeted consumers?

#### T3. SEO

Were you able to improve your brands SEO with paid results on major search platforms? If your team or agency had a successful paid search campaign across one or more search-based advertising platforms which demonstrated improvement and a positive return on investment share your metrics and results.

#### T4. MEDIA RELATIONS

Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., that includes measurable objectives and results, such as evidence of the resulting media coverage. Upload or provide YouTube/Vimeo links to any television or radio coverage.

#### T5. 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. Include target audience, measurable objectives and any documented results.

\* Feature Stories must be written in their entirety or substantively by the entrant, and not merely “pitched.”

#### T6. BLOGGER CAMPAIGNS

A 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 as uploads and/or the actual site URLs.

#### T7. EXECUTIVE COMMUNICATIONS

Positioning of an executive at any level across earned, owned, and share platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media, posts or memos.

#### T8. BEST USE OF SOCIAL MEDIA

Did you take social storytelling to another level? How did you use YouTube, Facebook, Pinterest, LinkedIn, Instagram or Snapchat to tell your brand's story? Share screenshots or links to your story and measurable objectives and the results.

#### T9. NEW DIGITAL PLATFORM

T9a. Internal

T9b. External

Did you launch a new website, newsroom, App or other digital platform? How was it launched and how much risk was involved in your marketing plan? What platforms were used? What value did the end user receive and how did it match goals?

#### T10. MOBILE APP

T10a. Internal

T10b. External

Use of mobile applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.

#### T11. BEST USE OF DATA/ANALYTICS

T11a. Internal

T11b. External

How did it uncover hidden patterns, correlations or other insights to help make quicker and more efficient business decisions to gain a competitive edge?

T12. WEBSITES

T12a. Internal

T12b. External

Use of a website as part of a communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

T13. WORD-OF-MOUTH (VIRAL, BUZZ, TALK TRIGGERS)

Tactics that get key audiences talking or provide an avenue for conversation using different techniques, such as viral marketing, sampling programs, loyalty programs, etc.

T13a. Internal

T13b. External

T14. ANNUAL REPORTS

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

T15. BLOGS

T15a. Internal

T15b. External

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

T16. SINGLE ISSUE PUBLICATIONS

T16a. Internal

T16b. External

Single issue - newsletter, brochure, booklets, books, calendars. Submit one digital copy of the publication along with the entry. This can include print and online publications.

T17. PERIODIC PUBLICATIONS

T17a. Internal

T17b. External



Newsletters and magazines. Upload samples of three consecutive issues, along with the entry. This can include print and online publications.

#### T18. ONLINE VIDEOS

T18a. Internal

T18b. External

Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited video and one of any sound bites. Include usage statistics or other means of quantified measurement to support stated objectives.

#### T19. 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 uploaded, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

#### T20. PODCASTS

T20a. Internal

T20b. External

How did you tell your story – was the purpose to teach or share? Was it intended for internal or external audiences and was there engagement on multiple platforms? Provide listener feedback.

#### T21. CRISIS COMMUNICATIONS TACTIC

T21a. Internal

T21b. External

Tactics used to deal with a crisis event that required an immediate response. Include measurable objectives, audience and result.

#### T22. EDITORIAL/OP-ED COLUMNS

Opinion articles written as editorials, guest columns or letters to the editor. Submit text of piece and documentation of publication. Include measurable objectives, audience and result.

#### T23. CREATIVE TACTICS

Unconventional, creative tactics or approaches used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results should be included in the entry. If applicable, provide a photograph or video representation via attachment.

#### T24. PRESS KITS/MEDIA KITS

News releases, photographs and other background information compiled for an organization, product or issue. Submit one digital copy as a pdf along with the entry.

## T25. PRESS CONFERENCES

One-time event held specifically to announce news to media about a product, service, issue or organization. The entry should address logistics, execution, and quantifiable measures that demonstrate how the press conference achieved its stated objective.

## T26. PUBLIC SERVICE ANNOUNCEMENTS

T26a. Television – Video production of one minute or less distributed to TV stations as unpaid public service announcements. Single productions or a series addressing the same issue should be submitted with application. Entry should include documentation of results that support stated objective.

T26b. Radio - Audio production of one minute or less distributed to radio stations as unpaid public service announcements. Single productions or a series addressing the same issue should be submitted with application. Entry should include documentation of results that support stated objective.

T26c. Print – Print ads distributed to newspapers and/or magazines as unpaid public service announcements. Single ads or a series addressing the same issue should be submitted with application, including documentation of publication. Entry should include documentation of results that support stated objective.

## T27. ADVERTORIAL

Paid advertising written as editorial content to gain support of a product, issue, program or organization. Submit text of editorial and documentation of publication. Entry should include documentation of results that support stated objective.

Thank you and good luck!