



## 2019 Call For Entries

Within the East Central District of PRSA, exemplary communications programs are crafted and launched daily. For the past 42 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 2019 competition must have been completed either during 2018, or any time prior to the 2019 entry deadline.

**Early Bird Deadline:** September 16, 2019. Pricing: \$65 for PRSA members, \$85 for non-PRSA members.

**Regular Deadline:** September 30, 2019. Pricing: \$80 for PRSA members, \$100 for non-PRSA members.

**Final Deadline:** October 14, 2019. 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 2019 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 using the extremely convenient online awards portal, OpenWater, 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!

John Palmer, APR  
Chair, East Central District PRSA Diamond Awards Committee

**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 OpenWater 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.
- Entry summaries are limited to a one-page PDF for tactics and a two-page summary for campaigns. One piece of supporting documentation is required, as is one jpg representing the entry and a 50-word summary of the entry. You may have up to nine additional supporting documents plus a web address. Payment must be made at the time of submission.
- 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**

2019 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 early December.

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

**Community Relations**

Activities seeking to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the organization has an interest, need or opportunity. Communities can be internal, external or both.

**Crisis Communications**

Activities dealing with an event that has, or may have, an extraordinary negative impact upon the organization.

**Events and Observances - Seven Days or Less**

Activities taking place from one to seven consecutive days (not including planning and preparation). Activities may be commemorations, observances, openings, celebrations or other special activities.

**Events and Observances - Eight Days or More**

Activities taking place for eight days or more (not including planning and preparation). Activities may be commemorations, observances, openings, celebrations or other special activities, for example a year-long anniversary celebration.

**External Communications**

Activities which communicate organizational goals or programs to an external audience.

**Global Communications**

Activities which communication organizational goals or programs to an audience outside the United States.

**Integrated Communications**

Activities which employ creative and effective integration of public relations strategies and tactics with other promotional marketing communications such as advertising and interactive media.

**Internal Communications**

Activities which communicate to specific publics within an organization, for example, employees or members.

**Investor Relations**

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

**Issues Management**

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

## **Marketing**

Includes programs designed to introduce new products/services, or promote existing products/services to a particular audience.

--- Business to Business

--- Consumer Products

--- Consumer Services

## **Multicultural and Diversity**

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

## **Public Affairs**

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.

## **Public Service**

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

## **Reputation/Brand Management**

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.

## **Social Media**

Social media are primarily Internet and mobile- based tools for sharing and discussing information among people. You must use at least two different social media tools in order to be considered a campaign.

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

**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.

**Blogs**

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.

**Collateral**

Brochures, direct mail, posters that are stand-alone or support a campaign.

**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.

**Influencer Marketing / 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?

**Logo**

Logos that are stand-alone or support a campaign.

**Magazine, Digital**

Online-only 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. Upload samples of three consecutive issues along with the one-page summary.

**Magazine, Print**

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. Upload samples of three consecutive issues along with the one-page summary.

### **Media Relations**

Tactics, programs and events driven entirely by media relations. 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.

### **Mobile App**

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.

### **Newsletters, Digital**

Digital-only publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Upload samples of three consecutive issues, along with a one-page summary.

### **Newsletters, Print**

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Upload samples of three consecutive issues, along with a one-page summary.

### **Online Newsroom**

Also known as a pressroom, media room, press center or media center is a website, web page or site section that contains distributable information about a corporation or organization.

### **Podcasts**

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.

### **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.

### **Single Issue Publications, Digital (newsletters, booklets, calendars)**

Single-issue digital publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary.

### **Single Issue Publications, Print (newsletters, booklets, calendars)**

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary.

### **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.

### **Videos**

Pre-produced videos distributed online or otherwise 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. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

### **Websites, External**

Use of a website as part of an external audience 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.

### **Websites, Internal**

Use of a website as part of an internal audience 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.

### **Writing**

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