

The Diamond Awards Toolkit for Chapter Presidents



What's inside?

- ◆ **The Importance of the Diamond Awards**
- ◆ **Program Overview**
- ◆ **Program Timeline**
- ◆ **Frequently Asked Questions**
- ◆ **The Diamond Awards Logo**
- ◆ **Press Release Template**
- ◆ **Ideas on Diamond Awards Presentations**
- ◆ **How to get Visibility**
- ◆ **Helpful Tips on Submitting a Successful Entry**
- ◆ **Contact Information**

The Importance of the Diamond Awards

Dear Chapter Leader,

On behalf of the East Central District of the Public Relations Society of America, I would like to welcome you to the 2020 Diamond Awards.

For the past 43 years, the East Central District of the Public Relations Society of America has annually presented the Diamond Awards to skilled public relations practitioners who have tackled a public relations challenge.

We hope this toolkit is helpful in understanding and promoting the Diamond Awards. We also hope your chapter's members participate in this long-honored tradition to highlight our profession and our fellow professionals. Please encourage your members via email, during your events and on social media to participate in this awards process. If your members take part and are selected, then the Diamond Awards Committee will notify them as judging is completed in late fall. Then once the awards are designed and created, we will mail all of your chapter awards directly to you for distribution.

It is important to celebrate our achievements and the Diamond Awards gives us an opportunity not only for local recognition, but also for regional recognition - reaching across six states and 17 chapters.

We are using the extremely convenient online awards portal, OpenWater, which improves the user experience dramatically. In addition, the Diamond Awards are now more closely aligned with PRSA's national Silver and Bronze Anvil Awards to allow organizations and professionals to easily submit their campaign or tactic for national entry.

As in previous years, the entries will be judged by a partner PRSA chapter. Oklahoma City will be judging in 2020, with entries potentially earning a Diamond Award or a Merit Award. One Best of Show will be awarded.

We look forward to recognizing the public relations brilliance within our District and we hope your chapter participates to showcase the best of our profession.

Many thanks,
Sara Payne Scarbro
Chair, East Central District PRSA Diamond Awards Committee

Diamond Awards - Overview

The Diamond Awards are open to any public relations professional who is a member of the 17 chapters of PRSA East Central District, AND any nonmember whose place of business is within the district's boundaries. The East Central District covers the states of Indiana, Kentucky, Michigan, Ohio, western Pennsylvania and West Virginia.

Click here for the [2020 ECD Diamond Awards Call for Entries](#).

Click here to review the [campaign judging score sheet](#) before submitting your entry.

Click here to review the [tactics judging score sheet](#) before submitting your entry.

Diamond Awards - Timeline

Submissions Open: May 1, 2020

Early Bird Deadline: August 17, 2020

Pricing: \$65 for PRSA members, \$85 for non-PRSA members.

Regular Deadline: September 21, 2020

Pricing: \$80 for PRSA members, \$100 for non-PRSA members

Final Deadline: October 12, 2020

Pricing: \$100 for PRSA members, \$120 for non-PRSA members

Frequently Asked Questions

WHEN ARE THE DIAMOND AWARDS?

The Call for Entries opened May 1, 2020. Entries are usually due no later than mid-October, though there is flexibility in that date. Award winners are announced by the end of the year.

WHEN AND WHERE WILL THE AWARDS BE SHIPPED?

Awards should be shipped and received six weeks from the time the honorees are determined. All awards will be shipped to the chapter presidents for distribution.

WHO CAN APPLY?

Any PR professional who is a member of one of the 17 chapters in the ECD or who is a non-member working within the District states can enter. The East Central District covers the states of Indiana, Kentucky, Michigan, Ohio, western Pennsylvania and West Virginia.

WHAT KIND OF PROGRAM IS ELIGIBLE?

Any for-profit, non-profit, professional/trade or government agency can enter a campaign or a tactic for consideration; including community relations, issues management and public affairs, for example. The Diamond Awards are an excellent stepping stone to National PRSA awards. The Diamond Award campaign and tactics categories purposely mirror National PRSA's award platforms to make it as easy as possible to submit to each.

HOW MUCH ARE ENTRY FEES?

Currently, the early bird entry fee is \$65 for PRSA members and \$85 for non-members. Standard entry fees are \$80 for PRSA members and \$100 for non-members. If there is an extended deadline, \$100 for PRSA members, \$120 for non-PRSA members.

Entry fees can be paid online through the OpenWater Awards Management platform.

HOW LONG HAS THE ECD OFFERED THE DIAMOND AWARDS?

The Diamond Awards started in 1977.

The Diamond Awards Logo



Download the logo here:

<https://www.prsaecd.org/award/diamond-awards/>

Press Release Template

Date:

Contact:

Phone:

Email:

For Immediate Release

PRSA-East Central District Announces 2020 Diamond Award Winners _____ Chapter members receives _____ Diamond Awards

DATELINE - The East Central District of the Public Relations Society of America (PRSA-ECD) announced winners of the 2020 Diamond Awards competition for public relations campaigns and tactics.

“QUOTE from the chapter president,.”

“This a very competitive and prestigious award competition for public relations practitioners, “ East Central District PRSA Diamond Awards Chair Sara Payne Scarbro said. “In the year of the COVID-19 pandemic, clear communications and reaching our clients have presented both challenges and opportunities. This year’s honorees have rose to the challenge with skill, creativity to effectively communicate with their audiences.”

The 43rd annual competition entries from 17 chapters within the six-state PRSA-ECD region. The Diamond Awards are presented to public relations practitioners who have successfully addressed a communication challenge with exemplary skill, creativity and resourcefulness.

“QUOTE from the honoree.”

_____ received (number) of Diamond Awards/Awards of Merit. _____ earned a Diamond (first place) Award for (program title and/or client), and an Award of Merit for (program title and/or client).

The Diamond Awards are open to any public relations professional who is a member of the 17 chapters of PRSA-East Central District, or any nonmember whose place of business is within the District's boundaries. The East Central District covers the states of Indiana, Kentucky, Michigan, Ohio, western Pennsylvania and West Virginia.

Ideas on Diamond Awards Presentations

- ◆ Present during your annual awards ceremony.
- ◆ Host free virtual events, like an interview series or a panel discussion of recipients of Diamond and your Chapter Awards. This way other networks can share the event and participate/attend.
- ◆ Include on your agenda during your installation of officers event.
- ◆ Make part of your monthly programming, allowing honoree(s) to present on his/her/their project(s).
- ◆ Have an award presentation press conference with your chapter award honorees and Diamond Award honorees.
- ◆ Request a East Central District PRSA representative to serve as a speaker for your monthly program and ask his/her to present the award.
- ◆ Give the award to the honoree's employer for presenting at a company/organizational event.
- ◆ Present during your professional development training/workshop.

How to get Visibility

- ◆ Make sure to distribute a press release.
- ◆ Host a media day - including a video chat or call with reporters, highlighting awards.
- ◆ Post congratulatory remarks on social media platforms.
- ◆ Post on your chapter's website.
- ◆ Interview the honoree and post interview online.
- ◆ Encourage honoree(s) to participate in PRSA's awards competitions. Learn more about the Sliver and Bronze Anvil Awards and see the deadlines by visiting: <https://www.prsa.org/conferences-and-awards/awards>

Helpful Tips for a Successful Entry

- ◆ You should use Google Chrome as your internet browser when working in the Open-Water 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.

For More Information...

Call for Entries: [2020 ECD Diamond Awards Call for Entries.](#)

East Central District PRSA: <https://www.prsaecd.org>

For questions, please email: ecddiamondawards@gmail.com