



## **2021 Toolkit**

## Thank you For Participating in ECD's 2021 Diamond Awards Program

November 22, 2021

Dear Chapter Leader,

On behalf of the East Central District of the Public Relations Society of America, I thank you for participating in the 2021 Diamond Awards. For the past 44 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 the Diamond Awards. It is important to celebrate the achievements of our members and PR professionals. The Diamond Awards gives us an opportunity not only for local recognition, but also for regional recognition - reaching across six states and 16 chapters.

We look forward to recognizing the public relations brilliance within our District and we appreciate your chapter members participation in this year's program to showcase the best of our profession.

For questions, please email: [ecddiamondawards@gmail.com](mailto:ecddiamondawards@gmail.com).

Many thanks,

John Palmer, APR  
Chair, PRSA East Central District Board of Directors

## **Frequently Asked Questions**

### **WHEN ARE THE DIAMOND AWARDS?**

*The Call for Entries opened July 1, 2021. Entries are usually due no later than September 30. Award winners will be announced in November.*

### **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 16 chapters in the ECD or who is a nonmember 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 LONG HAS THE ECD OFFERED THE DIAMOND AWARDS?**

*The Diamond Awards started in 1977.*



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 2021 Diamond Award Winners [chapter name] *Chapter member(s) receive(s) Diamond Awards***

DATELINE - Public Relations Society of America East Central District (PRSA ECD) announced winners of the 44th annual Diamond Awards program for public relations campaigns and tactics.

\_\_\_\_\_ 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).

“QUOTE from the chapter president.”

“We are honored to congratulate (insert name here) for their achievement in public relations excellence,” said John Palmer, chair, PRSA East Central District Board of Directors. “This year’s honorees have risen to the challenge with skill and creativity to effectively communicate with their audiences.” The Diamond Awards are presented to public relations practitioners who have successfully addressed a communication challenge with exemplary skill, creativity and resourcefulness.

“Insert QUOTE from the honoree.”

The Diamond Awards are open to any public relations professional who is a member of the 16 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 their project(s).
- Have an award presentation press conference with your chapter award honorees and Diamond Award honorees.
- Request an East Central District PRSA representative to serve as a speaker for your monthly program and ask them 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 Silver and Bronze Anvil Awards and see the deadlines by visiting: <https://www.prsa.org/conferences-and-awards/awards>