



## The InSpire Awards Call for Entries

On behalf of the North Carolina Chapter of The Public Relations Society of America (NCPRSA) Board of Directors, I am pleased to announce the **2010 InSpire Awards**. As the premier PR organization in the Triangle area and points east, we are proud to introduce our new awards program, which will honor communications programs that have achieved great success and inspired others across our region during the past year.

Communications professionals across the state are producing some great work and even better results, and we believe you should receive some well-deserved recognition for your accomplishments both regionally and nationally. For that reason, we have modeled our awards program after PRSA's Silver and Bronze Anvil Awards, so you can easily submit an entry for an InSpire Award and then adapt your entry for the national award program. What's more, our timeframe for award submissions mirrors that of PRSA, which should make it even easier to enter both award programs.

After the judging process is complete and winners are selected, we invite you to celebrate with us at the InSpire Awards banquet on May 5, 2010, at Brier Creek Country Club. Look for your invitation to the banquet in the coming weeks.

The InSpire Awards program is your chance to shine! We hope you'll take advantage of this unique opportunity to gain well-deserved recognition and to share your successes with your peers.

Thanks and good luck!

Chuck Norman, APR  
2010 NCPRSA President

## Who Can Enter

---

The InSpire Awards are open to corporate communications and marketing communications teams, public relations agencies, public affairs firms, investor relations agencies, publicists, nonprofits, PR educational professionals and government PR teams, as well as solo practitioners.

## Eligibility

---

Entries must be for work conducted between Jan. 1, 2009, and Dec. 31, 2009. Some of the work must have occurred during this period. A program near the end of its completion tends to have a better chance of winning when evaluation against initial objectives can be measured.

## Entry Fees and Deadlines

---

The early bird deadline is **5 p.m. Feb. 12, 2010** (in-hand). For entries received by Feb. 12, the rates are as follows:

- NCPRSA Member: \$75 for first entry, \$50 for additional entries
- Non-Member: \$100 for first entry, \$75 for additional entries.

The final deadline is **5 p.m. Feb. 19, 2010** (in-hand). For entries received after Feb. 12, but by **Feb. 19**, all rates increase by \$25:

- NCPRSA Member: \$100 for first entry, \$75 for additional entries
- Non-Member: \$125 for first entry, \$100 for additional entries.

Payment may be made by credit card (Visa or MasterCard only), check or money order (U.S. funds only) payable to NCPRSA in the appropriate amount during the online registration process. Entry fees are not refundable.

## Judging

---

Entries will be shipped during the first week of March to the Public Relations Association of Mississippi (PRAM) for judging. PRAM will return the entries with the judges' comments to NCPRSA by the first week of April. Shortly thereafter, NCPRSA will notify those registrants who had winning entries, but the exact winners will not be announced until the banquet on May 5. Award entries will be available for pick-up at the banquet.

## Banquet Information

---

Mark the date! The InSpire Award winners will be announced at our awards banquet on May 5, 2010, at Brier Creek Country Club in Raleigh. Invitations to the banquet will be sent in a separate communication.

## Contacts

---

If you have any questions about the awards program or submitting your entry, please contact Jennifer Harrison ([jennifer.sherron@alumni.unc.edu](mailto:jennifer.sherron@alumni.unc.edu)) at 919-302-6200.

# Silver InSpire Awards

The Silver InSpire Awards recognize organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. The organizations have created programs that incorporate sound research, planning, execution and evaluation. They must meet the highest standards of performance in the profession.

## How to Prepare Your Entry

---

All entries must be registered online to be considered. Entrants must select a single category per entry. However, entrants may choose to enter their program in more than one category, provided the entry applies to the specific criteria stated within that category. The entry must be submitted with a separate, category-appropriate, two-page summary, binder and entry form, as well as a separate entry fee for each additional category entered. Entrants should examine program objectives and target audiences in deciding which category is most appropriate. **Judges will not move entries into other categories.**

Entries should be limited to one hardcover, three-ring binder no more than three inches thick. Pages should be no larger than 8 1/2" X 11" and have no smaller than a 10-point typeface and one-inch margins. The stiff-spine binder should be free of lettering, labels, drawings or other artwork.

A concise summary — no longer than two pages — must be included in the front of the binder. Each of the four criteria — research, planning, execution and evaluation — must be addressed. The two-page summary should be typed using no smaller than a 10-point typeface and one-inch margins. (See the two-page summary description in the section below.)

The binder should include any supporting materials referenced in the two-page summary. This more detailed information should be in tabbed sections behind the two-page summary. For example, if you reference a public relations planning document, a copy of the plan should be placed in the binder. Other examples of supporting materials are research reports, surveys, news releases, clippings and samples of tactical materials.

A 100-word summary about your program must be included. This will be used to describe your entry at the awards banquet if it receives an InSpire Award.

## Two-page summary (include research, planning, execution, evaluation)

---

The two-page summary is the single-most important component of the Silver InSpire Award entry. Judges evaluate the program on the merit of the four criteria — research, planning, execution and evaluation — that you share in your two-page summary. Please begin your entry by providing a **brief situation analysis** about your program.

The questions below are designed to help you write your two-page summary:

### Research

- What prompted the research? Was it in response to an existing problem or to examine a potential problem?
- 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 or data related to a particular need, strategy or goal (i.e., online computer database searches, Web-based research, library searches, industry reports, and internal market analyses).
- How was the research relevant to shaping the planning process?
- How did the research help define or redefine the audience(s) or the situation?

## Planning

- How did the plan correlate to the research findings?
- What was the plan, in general terms?
- What were the specific, measurable objectives of the plan?
- Who were the target audiences?
- What was the overall strategy used?
- What was your budget?

## Execution

- How was the plan executed and what was the outcome?
- How did the activities flow, in general terms?
- What were the key tactics?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved?
- Were non-traditional public relations tactics used, like advertising? (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 were used?
- What were your results?
- How did the results compare to the specific, measurable objectives you identified in the planning section?

## Final Checklist

---

Remember to enclose the following for Silver InSpire Award consideration:

1. Printed online entry form (required, 1 per entry). If you are not paying online with credit card, please enclose a check made out to North Carolina Chapter - PRSA.
2. Entry (one binder, not to exceed 3 inches thick)
3. Two-page summary (minimum of 10-point typeface and one-inch margins)
4. 100-word summary statement

**Mail your printed online entry form, binder, two-page summary, summary statement and payment (if paying by check) to:**

S&A Cherokee  
301 Cascade Pointe Lane  
Cary, NC 27513

## Silver InSpire Awards

---

### 1. Community Relations

Includes programs that seek 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. (Campaigns designed to promote products should be entered in category 5.)

### 2. Reputation 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. (Campaigns designed to launch or promote a specific product or services launch or sales/marketing effort should be entered in category 5).

### 3. Events and Observances

Includes programs or events scheduled for one or more days. Events may include commemorations, observances, openings, celebrations, year-long anniversary events or other special activities.

### 4. Public Affairs/Public Service

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. An entry could also include programs that advance public understanding of a societal issues, problems or concerns (public service). (Similar programs conducted principally to enhance an organization’s standing, or to otherwise serve its interests directly, will fall in category 2.)

### 5. Marketing — Consumer Products or Services, Business-to-Business

Includes programs designed to introduce new products or promote existing products or services to a consumer or business-to-business audience.

### 6. Crisis Communications/Issues Management

Includes programs that deal with an unplanned event, which requires immediate response. Could also include programs dealing with issues that could extraordinarily affect ongoing business strategy.

### 7. Internal/Employee Communications

Includes programs targeted specifically to special publics directly allied with the organization (i.e., employees, members, affiliated dealers or franchisees).

### 8. Investor Relations

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

### 9. Multicultural Public Relations

For any type of program (i.e., institutional, marketing, community relations) specifically targeted to a cultural group.

### 10. Integrated Communications

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.

# Bronze InSpire Awards

The Bronze InSpire Awards recognizes outstanding public relations tactics, the individual items or components of programs or campaigns.

## How to Prepare Your Entry

---

All entries must be registered online to be considered. Entrants must select a single category per entry. However, entrants may choose to enter their program in more than one category, provided the entry applies to the specific criteria stated within that category. The entry must be submitted with a separate, category-appropriate, one-page summary (see description below), entry form, and tactic, as well as a separate entry fee for each additional category entered. In deciding which category is most appropriate, entrants should examine tactic objectives and target audiences. **Judges will not move entries into other categories.**

## One-page summary (include planning/content, creativity/quality, technical excellence and results)

---

A concise summary — no longer than one typewritten page — must accompany the entry. The one-page summary is the single-most important component of the Bronze InSpire Award entry. Judges evaluate the tactic on four key areas — planning/content, creativity/quality, technical excellence and results. (Media relations categories are not judged on technical excellence.) Within these areas, the summary should include measurable objectives, target audiences, budget and any other specific information requested in the individual category. Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met and how the entry impacted the success of a broader or ongoing program. The one-page summary should be no smaller than a 10-point typeface and one-inch margins.

Enclose a copy of the tactic (as requested in the individual category).

Binders are not required. However, if your entry requires a binder to contain the materials you submit, it should have a maximum standard 1-inch spine.

## Final Checklist

---

Remember to enclose the following for Bronze InSpire Award consideration:

1. Printed online entry form (required, 1 per entry). If you are not paying online with credit card, please enclose a check made out to North Carolina Chapter – PRSA.
2. Entry (tactic as requested in the individual category)
3. One-page summary (required, minimum of 10-point typeface and one-inch margins)

**Mail your printed online entry form, copy of the tactic, one-page summary and payment (if paying by check) to:**

S&A Cherokee  
301 Cascade Pointe Lane  
Cary, NC 27513

## **Bronze InSpire Awards**

---

### **Traditional Media:**

#### **1. Media Relations**

Tactics, programs and events driven entirely by media relations for a consumer product or service, business-to-business, association, nonprofit organization 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. TV coverage should be submitted on a DVD and radio coverage on a CD.

#### **2. Feature Stories\***

Submit text of feature article as well as documentation of publication and placement. The feature article should have been written by the practitioner, and submitted and published through his/her efforts. The one-page summary should include target audience, measurable objectives and any documented results.

#### **3. 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. The one-page summary should outline measurable objectives, audience, results and budget.

### **Non-Traditional Media:**

#### **4. Podcasts/Vodcasts/Webcasts**

Audio or video programs/shows produced solely as podcasts or vodcasts downloadable for play on MP3 players. The one-page summary should include rationale for podcasting/vodcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast/vodcast being entered on a CD/DVD.

#### **5. Web Sites**

Use of a Web site, intranet or online media room as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. In addition, include the Web site URL for external sites. Online media rooms should be for media only.

#### **6. Webcasts**

A media file distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary and a DVD of the Webcast, as well as the actual site URL.

#### **7. Multi-media Communications**

Use of multi-media technology (media kit, newsletter, annual report, brochure and/or direct mail) to produce traditional public relations tactics. Submit the one-page summary and CD-ROM of the tactic to reflect its quality, execution and technical excellence.

## **8. Social Media**

Includes blogs, blogger campaigns and word-of-mouth tactics. A blog is a Web-based journal that communicates either a corporate, public service or industry position. A blogger campaign is proactive outreach to the blogger community on behalf of a product, service or organization. Word-of-mouth is a tactic that gets key audiences talking or provides an avenue for conversation through the use of different techniques such as viral marketing, sampling loyalty programs, general word-of-mouth marketing, street marketing, etc. The one-page summary should include rationale for social media strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. For a blog, include screen downloads of the blog being entered, as well as the actual site URL, as part of the story. For a blogger campaign, include a copy of the outgoing messages and the resulting blog entries either printed or on a CD. For a word-of-mouth entry, submit any supporting documentation.

### **Tactics:**

## **9. Creative Tactics**

Unconventional, creative tactic or approach used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (If objects are large or bulky, a photograph or video representation should be sent.)

## **10. Press Conferences**

One-time event specifically to announce news to target media about a product, service, issue or organization. A series of events or multi-day effort does not belong in this category. The one-page summary should address logistics, execution and quantifiable measures to demonstrate the press conference achieved its stated objectives.

## **11. Press Kits/Media Kits**

News releases, photographs and other background information compiled for an organization, product or issue. Submit one copy of the press kit or media kit along with the one-page summary. (For online or electronic versions, enter category 7 for multi-media press kits/media kits.)

## **12. Video News Releases**

Pre-produced videos distributed to television stations to inform target audiences about an event, product, service or organization. Entries may consist of edited DVD and sound bites on a single DVD. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

## **13. B-Roll**

Includes video footage — with or without audio — distributed to television stations for use in stories about an event, product, service, issue or organization. Entries may be submitted on a single DVD or standard VHS. The one-page summary should include usage statistics and other means of quantified measurement to support stated objectives. Video footage edited and produced as a packaged news story/feature with audio should be entered in category 12 (Video News Releases).

## **14. Satellite Media Tours**

Live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service or organization. Entries may consist of one or two of the representative placements on a single DVD. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.

## **15. Public Service Announcements (PSAs) — Television, Radio, Print**

Audio or video productions of one minute or less distributed to television or radio stations, or print ads distributed to newspapers and/or magazines as nonpaid announcements. Single productions or a series addressing the same issue may be submitted on a single CD/DVD. Single ads or a series of ads addressing the same issue may be submitted but copies of the actual print PSA must be included in the entry. The one-page summary should include documentation of results that support stated objectives.

## **16. Internal/External Video Programs**

Video programs targeted toward external or internal audiences. Entrants should submit programs on a DVD as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

## **17. Audio Programs**

Submit audio CD along with the one-page summary. Summary should include usage statistics or other means of quantified measurement to support stated objectives.

## **18. Newsletters**

Publications 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 along with the one-page summary. (For online or electronic versions, enter category 7 for multimedia newsletters.)

## **19. Brochures**

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication along with the one-page summary. (For online or electronic versions, enter category 7 for multi-media brochures.)

## **20. Magazines**

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit three consecutive issues along with the one-page summary.

## **21. Publications**

Single-issue publications designed for a special purpose, such as single-issue newsletters, booklets and calendars. Books and other publications not eligible for consideration in other categories should be entered here. Submit one copy of the publication along with the one-page summary.

## **22. Annual Reports**

Publications that report on an organization's annual performance. Submit one copy of the publication along with the one-page summary. (For online or electronic versions, enter category 7 for multi-media annual reports.)

## **23. Direct Mail/Direct Response**

Communications designed to solicit a specific, immediate response by 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 in the summary. Submit one copy of the publication along with the one-page summary.

#### **24. Speeches\***

Submit text of speech along with one-page summary. Summary should include information on audience, purpose of speech and any documented results against the stated objectives.

#### **25. 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. The one-page summary should include target audience, measurable objectives and budget.

#### **26. 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 the entry, along with the one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

\*Entries in categories 2 - Feature Stories, 3- Editorials/Op-Ed Columns, 24 - Speeches and 25 - Advertorials must be written in their entirety or substantively by the entrant and not merely "pitched."