



# 2010 CAPPIE AWARDS ENTRY DETAILS

## FIRST DIVISION

### Overall Public Relations Programs

This division is open to completed public relations programs that use several tools and methods for achieving the program's objectives.

#### 1. Continuing Public Relations Program

A program lasting six months or longer, designed to favorably influence or improve relations with one or more publics.

#### 2. Short-Term Public Relations Campaign

A campaign carried out in less than six months, using a variety of public relations tools designed to gain publicity for a product, program, special event or to achieve a specific objective.

#### 3. Political Public Relations Program

A program with a specific objective to promote a political issue, grassroots campaign, or candidate during 2010.

#### 4. Crisis Communications

A major public relations crisis, which could be detrimental to your organization or client. This may include an accident, riot, disruption of service, lawsuit, etc. Describe the emergency and how your plan was implemented, document public relations reactions and cite results.

#### 5. Employee Relations

A campaign implemented inside a company or organizations for the benefit of employees. This may include programs, which boost morale, promote new ideas or products, create incentive programs, etc.

#### 6. Public Service Campaign

A campaign for a specific public service issue or agency. Entries can include any combination of print, radio and TV public

service announcements along with strategies for promoting this issue or agency to the public. It must include more than one public service announcement.

#### 7. Self-Promotion Campaign

A campaign to promote your organization to the public and/or a specific audience or prospective client.

#### 8. Special or Media Event

(Enter in one of the following sub-categories)

- A. Festival
- B. Sports event
- C. Fundraising event
- D. Press conference/Press briefing
- E. Other

#### 9. PR 2.0: Social Media Campaign

A program centered on social media, designed to develop, favorably influence or improve relations with one or more publics using social media tools.

## SECOND DIVISION

### Individual Public Relations Tools

This division is for specific tools used in public relations campaigns or as stand-alone pieces. Entries in this division may be part of a campaign submitted into Division 1, however, there is a separate fee for each entry in the following categories:

#### 10. Annual or Special Report

- A. One or two colors
- B. Three or more colors

#### 11. Brochure

A brochure designed to communicate general capabilities of an organization and/or specific service or product.

- A. One or two colors
- B. Three or more colors

#### 12. Media Kit

A kit designed specifically for the media to promote an issue, special event, etc.





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## 13. Promotional Device

A physical device, product or premium item used to promote a public relations program or event such as a T-shirt, mug, etc.

## 14. Continuing Publication/Newsletter

A publication designed to communicate with an audience such as a company's employees, prospective clients, community residents, board of trustees stockholders, related industries, etc.

This may be a client or company publication, membership or society newsletter, etc. It must be published at regular intervals. Submit three consecutive issues published in 2010 in one of the following categories:

- A. One or two colors
- B. Three or more colors

## 15. Video

A video used to influence one or more publics.

- A. Promotional/Information video
  - 1. 30 second video
  - 2. Video up to 5 minutes long
- B. Video news release

## 16. Public Service Announcement

An announcement for a specific public service issue or agency.

- A. Print
- B. Television
- C. Radio

## 17. Writing

A piece of writing that will evaluate the quality of writing itself. Please include clippings as well as an original unedited version of the piece.

- A. Editorial/Opinion writing
- B. Brochure
- C. Speech
- D. Feature writing
- E. News writing
- F. Press release
- G. Media advisory
- H. Annual report

## 18. New Media

A tool designed to promote a client, company or product using new media platforms.

- A. Website
- B. Blog
- C. Viral Video
- D. Social Media Press Release
- E. CD/DVD

## THIRD DIVISION

### *More Bang for the Buck*

This division honors public relations efforts that achieved extensive results without spending large amounts of money. Each entry must include a detailed budget summary, including in-kind or donated services. Work entered in this category may not be entered in any other category.

## 19. Special event

## 20. Publication

## 21. Open

## FOURTH DIVISION

### *Pro Bono*

A program or piece done free of charge for another organization.

## 22. Campaign

## 23. Special event

## 24. Publication

- A. One or two colors
- B. Three or more colors

## 25. Public Service Announcement

- A. Print
- B. Television
- C. Radio

## 26. Open

## FIFTH DIVISION

Students

This division honors public relations programs or tools developed by communications students. Students may submit entries from all the above divisions and





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categories under the Fifth Division and the appropriate category. Student must have been enrolled between January 1, 2010 and December 31, 2010. Eligibility subject to verification.

## 27. High School

## 28. College

### SIXTH DIVISION\*

\*There is NO ENTRY FEE associated with nominations in the SIXTH DIVISION

## 29. Lifetime Achievement

This award allows SPRA to recognize the achievements of one public relations professional who has contributed at least ten years to the Sacramento Public relations community. The object of this award is to recognize a long-term contribution to the greater Sacramento-area public relations field.

Criteria for Candidacy:

- Candidate should demonstrate an on-going history of significant contributions to the region's public relations field.
- A candidate's sole contribution to the public relations field and related communications contributions to the community will be examined.
- Present or past membership in SPRA is not a requirement for candidacy.

Those nominated should have clearly demonstrated one or more of the following:

- Contributions to the community
- High level of public relation skills
- Contribution to positive, professional image
- Efforts to continue their education in public relations
- High degree of knowledge about a variety of public relations activities and/or active involvement as a member of SPRA.

To submit nominations for this category, please provide in written form a brief synopsis of the individual you are nominating, including years in field. Entries should be no longer than two pages. Please include your name and contact information.

## 30. Public Relations Professional of the Year

This award allows SPRA to recognize a person of immediate and specific excellence in our region's public relations profession.

Criteria for candidacy:

- Candidate should demonstrate a significant contribution to the region's public relations field in 2010.
- In the past year, candidate should have demonstrated a specific contribution to the positive image of the public relations profession and/or involvement in some specific way toward furthering the public relations profession.
- Candidate must be a current SPRA member in good standing. Current SPRA Board of Directors Members are ineligible as candidates for this award.

To submit nominations for this category, please provide in written form a brief synopsis of your nominee's accomplishments over the past year. Entries should be no longer than two pages. Please include your name and contact information.

## INSTRUCTIONS

- Submit three (3) copies of the completed entry form that includes a summary of the project. The summary should either be included on each copy of the entry form or on a separate sheet stapled to each copy. Important: only triplicate the entry form and summary, not the bound entries.
- Affix one (1) copy (summary included or attached) to the physical entry.
- Submit the other two (2) copies with a check made out to SPRA.
- All entries must be submitted in English only. If the work submitted was originally produced in another language, an English translation must accompany the entry otherwise the entry will be disqualified.





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## SUBMISSION FORMAT

- To reduce mailing costs, only one binder permitted per entry and binders cannot exceed 1" in size. Entries may be submitted in a soft or hardcover binder.
- Please follow the formatting instructions carefully.
- Entries will be disqualified if they do not meet size specifications. Keep in mind that all entries are displayed at the CAPPIE Awards Gala for your peers to admire. Put your best effort into creating clean, eye-catching entries.
- Please note: Newsletter entries must include at least three different issues.

### *Binder Format*

All materials must be placed in clear plastic sheet protectors for easy review.

### *Display Board Format*

Binders are the preferred entry format. However, you may enter your work on a display board. If you use a display board, it must be black matte board with a minimum 1" margin between the entry and the edge of the board. Display boards must not be smaller than 11" x 14" and no larger than 24" x 30" and rigid enough to stand on edge. Place review materials inside clear plastic resealable pockets mounted on display boards. Newsletter entries must include at least three different issues and be displayed in clear plastic, resealable pockets. Please note:

1. All audiovisual submission must be submitted in a binder. SPRA will not accept loose audiovisual entries submitted on display board. All entries must be clearly labeled.
2. Submit audio entries on a CD.
3. If a product you enter as an individual tool is also a component of a total communications program, you must provide separate copies of the product (brochure, DVD, CD, etc.) for each entry.

## ENTRY SUMMARY

Use one piece of plain paper, single sided, for your entry summary. Summaries submitted on letterhead and/or entries submitted without summaries will be disqualified. Please answer the following questions in your summary:

1. Objective: What were the objectives of the piece or program? Describe the client's or organization's desires and quantify, if possible.
2. Method: Explain why you chose these tools and strategies to achieve your objectives.
3. Results: How did you fulfill your client's or organization's needs? Quantify and qualify your results.
4. Creativity: Please describe how this project not only met your objectives, but took the extra steps to achieve an exciting and creative program or piece. Also describe any limitations you may have had to overcome through ingenuity. All materials submitted should clearly support your written objectives, method and results, and demonstrate creative and innovative solutions.

5. Budget: Please indicate budgeted amount and break out all costs, including donated services. If the project or piece exceeded the allocated budget explain why.

Remember to affix a copy of the entry form and summary to all entries. Failure to comply with all format instructions will be grounds for rejection of the entry and forfeiture of fees. Writing will be judged on quality and content. Entry summaries for writing submissions must include objective, results and the creative portion.

## ELIGIBILITY

The competition is open to all public relations practitioners throughout the greater Sacramento area. All or most of the work must have been performed, published or released between January 1, 2010 and December 31, 2010.





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## Entry Fee

The fee is \$40 per entry for SPRA members, \$50 per entry for nonmembers, \$10 per entry for students. Make checks payable to SPRA. Entries without payment will not be accepted. There is NO ENTRY FEE associated with any nominations entered in the SIXTH DIVISION.

## Entry Deadline

Submit entries, entry forms and fees by 5:00 p.m., Friday, February 4, 2011 to: Allison Barrett c/o Merlot Marketing, 4430 Duckhorn Drive, Sacramento, California 95834. Late entries will not be accepted.

For more information call:

Allison Barrett at (916) 285-9835 or Hans Greenawalt at (916) 371-4532 ext. 1336.

## Entry Retrieval

Entries will be displayed at the CAPPIE Awards Gala and will be available for retrieval immediately following the event. Materials not claimed by the end of the evening become property of SPRA and will be discarded.

## JUDGING

Entries will be evaluated by a panel of judges selected for their expertise in the public relations field. Judges will have the discretion to reassign entries to a more appropriate category, if needed. The decision of the judges is final. Entries will be judged by category with points awarded in the areas listed below:

1. Objective: Were the objectives clearly stated and described?
2. Method: Are the chosen methods clearly described? Were these methods used successfully in achieving the objective?
3. Results: Were the results successful? Does the entry material support the description of the results?

4. Creativity and Ingenuity: Is the program or piece eye-catching? Were creative solutions employed? Was it clever? What limitations, if any, had to be overcome?
5. Quality of Program, Production or Design: What was the overall quality of the project? How well did the elements support the concept? Was it well organized? Was the production well executed?
6. Budget: What was the budget for the project? Were the results comparable to the allocated budget? Did the final project stay within or exceed the allocated budget amount?

## Awards

Gold, Silver or Bronze CAPPIEs may be awarded in each category. Winners will be notified in advance of the CAPPIE Awards Gala. Additional duplicate awards must be ordered and prepaid by May 1, 2011.

