

2009 EMPIRE AWARDS

CALL FOR ENTRIES

Honoring outstanding
achievement in the
practice and support of
public relations in the
Capital Region.





THE EMPIRE TRADITION

In an effort to celebrate and commemorate the triumphs of the programs, projects and people that strengthen, promote and sharpen our profession, the PRSA Capital Region Chapter has created the Empire Awards competition. The awards recognize public relations programs, projects and professionals for outstanding achievement in the practice and support of public relations in the Capital Region and beyond. The competition is open to both PRSA members and non-members. Winners will be honored at this year's awards luncheon on Thursday, November 12, at the New York State Museum.

JUDGING

This year, a panel of public relations professionals from the PRSA Buffalo Chapter will review the entries and select winners. An Empire Award will be presented to the entry judged as best of the best in ten (10) categories.

AWARD CRITERIA

All entries will be judged on their own merit. Work that took place from May 1, 2008 to April 30, 2009, will be eligible for entry. Judges will consider the following in evaluating each entry:

Research and Planning

Describe the research used to determine the scope of the problem or opportunity. Was the research relevant to overall planning or audience identification? Did the research reflect a clear need? Was a process defined to determine and gauge the program's success?

Execution

Show how the plan was implemented, materials used, techniques utilized to win support, and how effectively resources were used. How were the plans executed? Were any difficulties encountered? If so, how were they handled? Were non-traditional public relations tactics employed?

Results and Evaluation

Show to what degree a program met its objectives and utilized its budget. What were the quantifiable outcomes? Were any results unexpected? What efforts were made to identify, analyze and quantify those results?



CATEGORIES

DIVISION ONE: CAMPAIGNS

1. Public Relations Campaign – Profit

Programs designed to draw attention to or promote an organization's products or services

2. Public Relations Campaign – Non-Profit

Non-profit programs designed to draw attention to or promote an organization's products or services

3. Public Affairs

Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities, or candidates.

4. Integrated Campaign

A program that employs the creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications. Entries should demonstrate the integration of strategies, plus the budget and measurement of return on investment of the communications to any stakeholder group, including employees, consumers, the media or shareholders.

DIVISION TWO: TACTICS

5. Media Relations – Profit (Regional)

Events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with evidence of the resulting media coverage. Regional is defined as the target of outreach was for outlets in the Albany/Schenectady/Saratoga/Troy area.

6. Media Relations – Non-Profit (Regional)

Events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with evidence of the resulting media coverage. Regional is defined as the target of outreach was for outlets in the Albany/Schenectady/Saratoga/Troy area.

7. Media Relations – (Statewide & Beyond)

Events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with evidence of the resulting media coverage. Regional is defined as the target of outreach was for outlets beyond the Albany/Schenectady/Saratoga/Troy area.

8. Social / New Media

A tactical execution of web-based effort: social or new media – blogs, online newsrooms, Facebook efforts, search engine optimization.

9. Newsletters

Publications designed to provide in-depth information about an organization or topic on a regular basis. Submit three consecutive issues.

10. Annual Reports

Publications that report on an organization's annual performance.



HOW TO ENTER

You may enter as many submissions as you like. For each entry, please follow the rules below:

- Choose the appropriate category. Each project or program may be entered in only one category.
- Be sure that at least part of your campaigns (Division one) and/or all of your tactics (Division two) were completed between **May 1, 2008 – April 30, 2009**.
- Prepare a concise summary no longer than one typewritten page for each entry to introduce the judges to your program or project. Criteria/considerations should be addressed in order: **Research, Execution, and Results**.
- Submit entries on pages no longer than 8 1/2 x 11 inches. Secure all relevant materials in a 3-ring binder to ensure they don't become separated. Slide show and video entries should be submitted on DVD and audio entries should be submitted on a CD. Attach a duplicate of the entry form to the DVD/CD.
- Include a CD with 3-5 high resolution images that help illustrate your entry. These will be displayed on screen at the event if the entry is selected as a finalist.
- Securely fasten **two** (2) entry forms at the beginning of the entry.
- Include **two**(2) copies of the one-page entry summary.
- Include a 75 word summary of the project
- Enclose a check made payable to PRSA Capital Region.
- Deliver or mail your entry and check so they are received by 5pm on the day of the chosen deadline, to: PRSA Capital Region Empire Awards, c/o Gramercy Communications, 39 North Pearl Street First Floor, Albany, NY 12207
- All entries must be picked up at the awards luncheon.

ENTRY FEES

Early Bird deadline entries must be received by 5pm on July 10, 2009

\$50 per entry for PRSA members and non-profit organizations

\$65 per entry for non-members

3 entries for \$125 for PRSA members and non-profit organizations

3 entries for \$170 for non members

Final deadline entries must be received by 5pm on August 14, 2009

\$75 per entry for PRSA members and non-profit organizations

\$90 per entry for non-members

3 entries for \$200 for PRSA members and non-profit organizations

3 entries for \$245 for non members



SPECIAL HONORS

In addition to recognizing outstanding public relations programming, PRSA Capital Region's Board of Directors will recognize and reward an Outstanding Practitioner and an Outstanding Communicator. The selected individuals must have demonstrated outstanding achievements in the practice and support of public relations in the Capital Region.

To nominate an individual for a Special Honor Award, please fill out a nomination form. Forms can be found at www.prsacapitalregion.com Complete and return to Capital Region PRSA Empire Awards, c/o Gramercy Communications, 39 North Pearl Street First Floor, Albany, NY 12207, by 5pm on August 14, 2009, for review by the Board of Directors. Please note that additional information may be requested at a later date and that no award may be given, if, in the judgment of the board, none of the nominees meet the criteria.

OUTSTANDING PRACTITIONER AWARD

This award is given to a Capital Region public relations professional, who has achieved exceptional success, displayed the highest ethics, and is dedicated to serving the community and our profession. Nominees and candidates **MUST** be a member of the PRSA Capital Region Chapter.

OUTSTANDING COMMUNICATOR AWARD

This award is given to a Capital Region professional/community leader/public figure who has demonstrated excellence in the field of communications. Both PRSA members and non-members are welcomed to participate in the nomination.

EMPIRE AWARDS LUNCHEON

The Empire Awards Luncheon will be held on Thursday, November 12, 2009, at the NYS Museum, 222 Madison Avenue in Albany. Soon after judging is completed and finalists are named, invitations to the luncheon will be sent. Tickets for the Awards Luncheon are \$35 for PRSA members and \$40 for non-members.

QUESTIONS

If you have any questions regarding the Empire Awards feel free to address them to:
info@prscapitalregion.com



2 0 0 9 EMPIRE AWARDS ENTRY FORM

This form must be completed for each entry and securely attached to the front of the entry.

Please attach a second copy of the entry form that can be easily removed.

This form may be photocopied.

Be sure to sign the bottom of this form prior to submitting.

PLEASE CHECK THE DIVISION AND COMPLETE THE NAME OF THE CATEGORY OF YOUR ENTRY

ENTRY CLASSIFICATION

profit not-for-profit

DIVISION ONE: Campaigns

Category # Category Name

DIVISION TWO: Tactics

Category # Category Name

Note: This form is not required for *Special Honors* entries.

Title of Entry _____

Created For [Client Name] _____

Entered By [Company Name] _____

Address _____

City/State/Zip _____

Business Phone _____ Email _____

Contact Person _____

BY SIGNING BELOW, I ATTEST THAT ALL OF THE FACTS, FIGURES AND INFORMATION CONTAINED WITHIN THE ENTRY ARE FACTUAL.

Signature _____ Date _____