

2015

Sir Walter Raleigh Awards FOR EXCELLENCE IN COMMUNICATION

Call for Entries

The Sir Walter Raleigh Awards competition is presented annually by the Raleigh Public Relations Society as a showcase of exemplary work by North Carolina public relations and communication professionals.

The competition recognizes and honors all practitioners who have achieved excellence in the field — from freelance practitioners to full-service agencies. Participants and winners are honored at the RPRS Annual Awards Dinner in September.

Deadline: June 26, 2015 at 5 p.m.



PRESENTED BY THE RALEIGH PUBLIC RELATIONS SOCIETY

2015

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AWARD CATEGORIES

FIRST DIVISION

Total Communications/ Community Relations Campaign

This division is open to all public relations programs that have followed a specific communications plan. Eligible entries will have used several tools and methods to achieve the stated objectives and will have produced significant results.

If Division 1 entries contain A/V materials, affix them to the entry folder or binder, clearly labeled with the entry name.

1. Promotional Campaign for a Product, Program, Topic or Issue Any campaign designed to gain awareness or improve relations with one or more publics; or to achieve a specific objective. This includes public service campaigns.
2. Organizational Identity/Promotion Any campaign to promote or distinguish your organization or company in the eye of the public, a specific audience or prospective clients.
3. Political Issue/Candidate Program Any campaign to promote a political issue, grassroots campaign or candidate for office.
4. Employee Relations Any campaign (education, motivation or service/product promotion) implemented within a company or organization for the benefit of employees.
5. Crisis Communications Implementation of a crisis plan in response to an event or topic that could have been detrimental to the organization.
6. Miscellaneous Special Events Any event designed to entertain or influence the audience for which it was intended. May or may not be a component of a larger communication plan.

SECOND DIVISION

Publications

Entries should be specific tools used as a part of a campaign or as stand-alone pieces. Entries may be a part of a campaign submitted in Division 1 but will require a separate entry submission and fee. Winning entries will illustrate the most effective marriage of design and word to convey the intended message. All entries must have been published during the 2014 calendar year.

7. Annual or Special Report
 - a. One or two colors
 - b. Three or more colors
8. Brochure, Handbook or Guidebook
 - a. One or two colors
 - b. Three or more colorsBrochures in a series should be submitted as one entry.
9. Newsletter
 - a. One or two colors
 - b. Three or more colorsSubmit at least two issues that were published in 2014.
10. Magazine
 - a. One or two colors
 - b. Three or more colorsSubmit at least two issues that were published in 2014.
11. Media Kit
12. Open Any other print collateral that is of a public relations nature. May be a single piece or a series.



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THIRD DIVISION

Public Relations Writing

This division is for materials written or commissioned for a specific communications project. Entries may be part of a campaign submitted in Division 1 or 2; however, this will require a separate entry submission and fee. Include up to five clippings, a list of placements (if possible and when appropriate) and an original version of the piece. Please include the audience demographics.

Winning entries will demonstrate the most effective use of the written word to achieve the entry's stated objective.

- 13. Opinion/Feature Writing
- 14. News Release
- 15. Speeches

FOURTH DIVISION

Digital Communications

This division is for entries incorporating the use of all interactive mediums, including websites, audio/visual presentations and social media platforms, to achieve stated objectives and produce significant results.

Entries may be part of a campaign submitted in Division 1 or 2; however, this will require a separate entry submission and fee.

Winning entries will demonstrate creative use of multimedia tools to reach the entry's stated objectives.

For all supporting materials included on CD, DVD or flash drive, please submit with a self-executable program that requires no additional software installation.

16. Website Site must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Please print the URL address clearly on the entry summary, and include a printout of the home page for identification purposes.

17. Social Media Social media must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Please submit printed examples of the work. URLs for online sites may also be provided.

18. Audio/Visual Presentation Such as a slideshow or HTML demo. Presentation must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Please submit files on a CD, DVD or flash drive.

19. Video & Film: Video or film must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Please submit files on a CD, DVD or flash drive.

20. PSA (Radio or Television) Public service announcement must be of a public relations nature, communicating an issue or idea that supports the organization's goals and objectives. Event ads/PSAs are eligible. Please submit clips and files on a CD, DVD or flash drive.



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AWARD CATEGORIES

FIFTH DIVISION

More Bang for the Buck

This category honors public relations efforts that achieve the stated objectives on a small budget. Each entry must include a project budget summary that includes all expenditures, including staff time, in-kind and/or donated services. Entries in this category MAY NOT be entered in any other division.

Winning entries will demonstrate the greatest "Bang for the Buck" in achieving the desired result.

21. Special Event/Campaign

22. Publication

SIXTH DIVISION

Student Entries

This division honors public relations programs developed by communications students. A copy of a current student identification card must be included with each entry.

23. High School

24. College



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ENTRY REQUIREMENTS & JUDGING INFORMATION

ENTRY FEES

	RPRS Member	Non-Member	Student
First Entry	\$45	\$60	\$25
Additional Entries	\$35	\$50	\$15

ENTRY SUMMARY & JUDGING

Judges are selected for their expertise in the public relations field and will be from outside the North Carolina area. Judges' decisions are final.

Each summary should be no longer than two pages to avoid disqualification. Each entry is judged on a 100-point scale as listed below. Your summary must address the following:

Objectives (10 points): What was the project intended to accomplish? List the measurable objectives and the target audience(s).

Method (10 points): What tools and strategies were implemented to achieve your objectives? Why were they selected?

Results (25 points): Demonstrate your entry's success compared to measurable objectives described. Was the project a good return on your organization's investment?

Creativity (20 points): Is the program or piece eye-catching? What unique or creative approaches did you employ to achieve the objectives? What limitations, if any, had to be overcome?

Quality (25 points): How well do the elements support the concept? Is it well organized? Is the production done well? What about your project made it of the highest quality? Address specifics that differentiate your project.

Budget (10 points): What was the budget to complete the project? If budget is proprietary, provide additional details regarding whether the project stayed within the budget, came in under budget, percentage breakdown of where time or budget was spent, etc.

If work was done under the banner of a retainer, please discuss whether the project stayed within the retainer bounds, include the percentage breakdown of where time was spent, etc. Entries that do not include some detailing of budget breakdown (dollar figures not required) will receive 0 points in this scoring section.

Gold or Silver Awards may be awarded in each category. Honorable Mention Awards will be given to entries meriting such recognition. Awards will be bestowed at the discretion of the judges. The Best in Division awards will be presented to the entries that have the highest total score of all entries in their respective division. In the case of a tie, the judging panel will select the Best in Division award winner.

Questions? Call Lindsay Priester at 919-971-4451 or email lindsay@rickroutree.com.



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ENTRY REQUIREMENTS

ENTRY FORMAT

Each entry should fit in a binder no larger than 1'x1' with a spine no thicker than 2". Large artwork should be submitted as photos and supporting materials on CDs, DVDs or flash drives and should not require additional software installation. Each entry should consist of the following components:

- Entry form
- Two-page entry summary
- Entry fee
- Work samples and supporting materials

(Incomplete entries will be disqualified.)

ENTRY DEADLINE

All entries must be received no later than June 26, 2015 at 5 p.m. No extensions will be granted.

To Collect Entries After Competition: All entries will be displayed at the awards dinner and may be claimed at the close of the event. Materials remaining may be claimed up to one week following the dinner; otherwise they become the property of RPRS.

Additional Awards: If winners wish to recognize other individuals or firms who contributed to an award-winning entry, the award winner is responsible for purchasing additional awards, which may be ordered after the competition.

ELIGIBILITY

Practitioners must be based in North Carolina. Eligible entries must have been performed, produced or released during the 2014 calendar year.

Send Entries To:

RPRS Sir Walter Raleigh Awards
Attn: Lindsay Priester
Rountree Communications
1100 Wake Forest Road Suite 125
Raleigh, North Carolina 27604
919-971-4451

Note: All submitted work will be recognized as property of the firm/company and not the property of the individual submitting the entry - except in cases of unaffiliated freelance work. Additional awards may be ordered, but they bear the same wording as the original entry.



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ENTRY FORM

Contact Name:

Individual Member Blue or Orange Corporate Member Non-Member Student

*RPRS membership must be current to qualify for member discount, visit www.rprs.clubexpress.com to register or renew.

Firm or Organization:

Address:

City/State/ZIP:

Phone:

E-mail:

Entry Title:

Division Number & Name:

Category Number & Name:

Sub-category Number & Name (if applicable):

___ of ___ Total Entries Submitted Total Amount Enclosed: Check number:

Important: If your entry wins an award, please list below exactly how your award should read.
Additional certificates and awards may be ordered after the awards dinner.

My Award Should Read:

Example:

Doe Public Relations
Client, Collaborator
Entry Title

ENTRY CHECKLIST

- Entry form
- Two-page entry summary
- Entry Fee
- Work Samples

Entries must be received no later than
June 26, 2015 at 5 p.m.
Late entries will not be accepted.
Please make checks payable to RPRS.



2015 WATT HUNTLEY AWARD for Lifetime Achievement

NOMINATION FORM



The late Watt C. Huntley was a distinguished public relations professional at CP&L and former RPRS president who exemplified the highest degree of professionalism and integrity. To honor him, the Raleigh Public Relations Society is accepting nominations of individuals who have also made meaningful contributions to the field of public relations. The recipient may be a retired or practicing public relations or communications professional or journalist.

Nominee: _____

Organization: _____

Status (Circle One): Full Time Part Time Volunteer Retired

Estimated number of years in public relations: _____

Please include the completed nomination form with a separate sheet that provides supporting examples when submitting your nomination. In crafting your entry, please address the following four categories specifically: professional success, industry participation, community impact and mentorship. You may include samples as needed.

Nominations must be received by June 26, 2015. No fee is required.

Email nominations to lindsay@rickroutree.com with the subject line "RPRS Watt Huntley Award."

For questions, please contact Awards Chair Lindsay Priester at lindsay@rickroutree.com or 919-971-4451.

Nominated by: _____ Phone: _____

Email Address: _____