

## **2009 PRSA EXCALIBUR FOR EXCELLENCE AWARDS CALL FOR ENTRIES**

The Houston Chapter of the Public Relations Society of America invites you to participate in the 2009 Excalibur for Excellence Awards Program. This annual competition honors outstanding professional accomplishments in the development and execution of comprehensive public relations programs and individual communications tactics.

Award winners will be showcased at the 2009 Awards presentation and dinner, at which time Gold, Silver and Bronze Excalibur Awards will be presented to talented PR professionals. Additionally, one entry will receive the 10th annual Grand Excalibur Award, an engraved steel sword recognizing the highest professional standards we strive to attain on behalf of our customers, clients, corporations, and shareholders.

Please join the Houston Chapter of PRSA in saluting the best work of the year by entering the 2009 Excalibur Awards and attending the awards ceremony.

### **Submit Your Entries:**

**2009 Excalibur Award entries are due by 5 p.m. Thursday, April 9. Late entries will be accepted until 5 p.m. April 16, with an additional \$50 late fee assessed to each entry received between 5 p.m. April 9 and 5 p.m. April 16. No entries will be accepted after 5 p.m. April 16.**

### **Awards Ceremony:**

Please continue to check the Web site for information about this year's awards banquet.

## **ENTRIES**

### **Eligibility**

All PRSA members and non-member communicators in the Houston area are eligible to enter as many entries in as many categories as they choose. Entrants must submit only their original work or work they directly supervised. The work entered must have been primarily produced in the greater Houston area during the 2008 calendar year.

### **Entry Fees**

- ▼ For PRSA members \$70 per entry.
- ▼ For non-members \$85 per entry.
- ▼ Non-profit organizations may submit one or more entries at the rate of \$70.
- ▼ For-profit / non-profit status will be determined by WHO submits the entry, i.e. public relations agency submitting work developed for a non-profit will pay for-profit prices.
- ▼ An additional \$50 late fee assessed to each entry received between 5 p.m. April 9 and 5 p.m. April 16.

### **Deadline**

- ▼ **Entries must be received by 5 p.m. on Thursday, April 9, 2009. Late entries will be accepted until 5 p.m. April 16, with an additional \$50 late fee assessed to each entry received between 5 p.m. April 9 and 5 p.m. April 16. No entries will be accepted after 5 p.m. April 16.**

### **MAIL, FED EX OR DELIVER ENTRIES TO:**

**2009 PRSA Excalibur Awards  
c/o Pierpont Communications  
1800 West Loop South #800  
Houston, TX 77027**

**For delivery purposes only, the contact phone number is 713-627-2223.**

Please direct questions to: Laura Frnka at lfrnka@piercom.com.

**2009 PRSA EXCALIBUR AWARDS  
Payment Form**

Name \_\_\_\_\_ Organization \_\_\_\_\_

Phone \_\_\_\_\_

Address, City, Zip \_\_\_\_\_

Member \_\_\_\_\_ Non-member \_\_\_\_\_ Non-Profit \_\_\_\_\_

**For payments by credit card (MasterCard, Visa, American Express, Discover):**

Credit card type \_\_\_\_\_ Name on credit card \_\_\_\_\_

Credit card number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Security Code (3 or 4 digits) \_\_\_\_\_

**Total number of entries** for this payment \_\_\_\_\_

**Name of Each Entry** Paid by this Credit Card or check (attached):

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**Total amount for entries** (including late fees, as appropriate) \$ \_\_\_\_\_

(To make alternative payment arrangements, call 281-870-1717. Payment must be made in full for entry to be judged.)

*Special Instructions – **provide one payment form per group of entries.** If submitting multiple awards, **do not** provide a copy of this form with each award. The form should be typed or printed clearly to ensure legibility and accuracy.*

**2009 PRSA EXCALIBUR AWARDS  
Submission Entry Form**

**2009 PRSA EXCALIBUR AWARDS  
Submission Entry Form**

Category/Subcategory in which you are entering: \_\_\_\_\_

Entry Title: \_\_\_\_\_

Entrant's Name & Primary Contact: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

**Award Information**

In the event this entry is awarded a bronze, silver or gold award, please indicate how the award should read below.

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*Special Instructions – **two copies of this form are needed for each entry.** The first copy should be slid inside the clear plastic sleeve on the binder's cover. The second copy should be placed in the inside front pocket of the binder. The forms should be typed or printed clearly to ensure legibility and accuracy.*

## 2009 PRSA EXCALIBUR FOR EXCELLENCE AWARD CATEGORIES

<b>Non-Profit PR</b>	
1) Non-Profit PR Program/Campaign	Public relations program aimed at gaining acceptance of a non-profit's mission; developing channels of communications with those an organization serves; creating and maintaining a favorable climate for fundraising; supporting the development and maintenance of public policy that is favorable to an organizations mission; or informing and motivating key organizational constituents (employees, volunteers and trustees) to dedicate themselves and work productively in support of an organization's mission, goals and objectives.
<b>Profit PR</b>	
2) For Profit PR Program/Campaign	Campaign that helps establish lines of communication, understanding, acceptance, and cooperation between an organization and its publics. Manages problems and issues, keeps management informed and responsive to public opinion. Produces specific changes and awareness, opinions, attitudes and behaviors insides and outside the organization. Results in new and/or maintained relationships between an organization and its publics.
<b>Media Relations</b>	
3a) Media Relations Campaign	Best use of tactics, programs and events that are driven entirely by media relations in promoting a consumer product, business, service or company. Submit press releases, satellite media tour materials, media advisories, pitch letters, requests for coverage, evidence of coverage, etc. TV coverage should be submitted on a 1/2" VHS cassette and radio coverage on an audiocassette. Packaged goods subcategory refers to traditional consumer products sold in packages such as food products, pet products, household goods, toiletries, cosmetics, etc. Non-packaged goods subcategory refers to consumer products such as clothing, appliances, furniture, etc.
3b) News Release	Release designed to generate news coverage of an announcement, event or other timely news occurrence on behalf of a company, non-profit organization or other structured entity.
3c) Feature Release	Release or pitch designed to generate a feature story.
3d) News Conference/Publicity Stunt	Event with press in attendance designed to announce news, events, products or services. Best use of creativity in attracting media attention. Event, stunt or activity designed to generate immediate, high visibility press coverage.
3e) Electronic Press kit or Media Web Site	Packaged information such as press releases, fact sheets, photos and other collateral material to promote a company, organization, event, product, service, etc. in an electronic format, i.e.: a web site, CD-Rom or other interactive media.
3f) Media Kit – Printed	Packaged printed information such as press releases, fact sheets, photos and other collateral material to promote a company, organization, event, product, service, etc.
3g) VNR/ANR	News release in video or audio format designed to present high quality and accurate information that TV or radio journalists could use and rely on for story development.
3h) Satellite Media Tour	Best use of satellite technology to achieve an organization's PR objectives with the media. Media tour conducted via satellite transmission to generate news stories on local television news,

	public interest and public affairs program across the US.
3i) Media Launch	Campaign designed to launch new products, services or companies to the public through media outreach.
3j) Op Ed/Bylined Article	Opinion essay, commentary and/or news feature on current issues or newsworthy topics.
<b>External Communications</b>	
4a) External Communications Campaign	Campaign designed to communicate with, influence, educate or build relationships with publics outside the organization (neighbors, consumers, environmentalists, investors, etc.)
4b) External Newsletter	Printed publications designed, written and published periodically to provide external target audiences with relevant, brief and timely information that supports an organization's overall objectives. Submit three consecutive issues along with the required summary. (For on-line or electronic versions, enter category 13c for multi-media newsletters.)
4c) External Magazine	Publications designed to provide in-depth information about an organization or topic to external targeted audiences on a regular basis. The number of pages and length of articles typically differentiate magazines from newsletters. Submit three consecutive issues along with the summary.
<b>Internal Relations</b>	
5a) Internal Communications Campaign	Campaign designed to communicate with, influence, educate or change the behavior of publics concerned about or involved in the internal workings of an organization. (Employees, families of employees, alumni, affiliated dealers, franchisees, volunteers, etc.)
5b) Internal Newsletter	Printed publications designed, written and published periodically to provide internal audiences with brief and timely information while supporting an organization's overall objectives. Submit three consecutive issues along with the required summary.
5c) Internal Magazine	Publications designed to provide in-depth information about an organization or topic to internal audiences on a regular basis. The number of pages and length of articles typically differentiate magazines from newsletters. Submit three consecutive issues along with the summary.
5d) Employee Event	An occasion that a company or organization uses to communicate with employees (celebrations, ceremonies, recognition events, etc.)
<b>Community Relations</b>	
6a) Community Relations Program	Program designed to build relationships with constituent publics such as schools, charities, clubs, and activist interests of the neighborhoods or metropolitan areas where an organization operates. Dealing and communicating with the citizens and groups within an organization's operating area.
6b) Charitable Giving	Best use of charitable giving to achieve the organization's PR objectives. Program designed to improve goodwill between an organization and the community through financial donations and voluntarism.
6c) Educational Campaign or Outreach	Campaign designed to build relationships with audiences through educational seminars, outreach or tools.
6d) Public Service Program	Best use of a public service program to advance public understanding of a societal issue, problem or concern.
6e) PSA	Public Service Announcement used to educate special publics, increase awareness, change behavior, etc.

<b>Government/Public Affairs</b>	
7) Government/Public Affairs Program	Specialized campaign that builds governmental and local community relations in order to influence public policy.
<b>Multicultural</b>	
8) Multicultural PR Campaign	Best use of any type of program specifically targeted to communicate with or influence a cultural group.
<b>Crisis Communications</b>	
9a) Issues Management	Proactive process of anticipating, identifying, evaluating and responding to public policy issues or public opinion that affect an organization's relationship with its publics.
9b) Crisis Management/Response	Best management of a situation or response undertaken to deal with an event or issue that has had or may have a negative or damaging impact on an organization.
<b>Investor Relations/Financial Communications</b>	
10a) Investor Relations Program	Campaign that builds and maintains mutually beneficial relationships with shareholders and others in the financial community to maximize market value.
10b) Annual Report	A report that provides stockholders, investors and other publics with an account of a corporation's yearly financial status and accomplishments of interest.
10c) Presentation	Presentation designed to provide stockholders and investors with a company's financial information and status.
10d) Financial News Release	Best use of a new release to announce a company's financial status and accomplishments to the public.
10e) Analyst Relations Program	Campaign that builds and maintains mutually beneficial relationships with financial analysts to maximize market value.
<b>Brand Management</b>	
11a) Brand & Reputation Management	A program designed to build or enhance the overall reputation, integrity and/or perceived value of an organization. Programs encompass the full organization or entity versus a specific product or service of the organization.
11b) Corporate Identity Campaign	Campaign designed to develop and/or promote a company's brand to its target constituents as a means of educating these publics on who the company is and what it stands for.
11d) Partnership Campaign	A communications program developed and implemented jointly by two or more partners (companies, agencies, nonprofit organizations or any combination of those entities) to positively promote their respective brands and impact their publics.
<b>Integrated Marketing</b>	
12a) Integrated Marketing Campaign	A program that employs the creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications to achieve organizational PR goals.
12b) Direct Mail	Use of postal mail and other traditional delivery methods to communicate with targeted publics in written form, i.e. letters, brochures, or packets of information materials; usually makes use of specific demographic information.
12c) Grass Roots Program/Guerilla Marketing	Use of guerilla marketing or grass roots programs to achieve an organization's PR goals.
12d) Product Launch	Campaign to launch a new product that integrates traditional public relations tactics with marketing tactics to educate audiences and create awareness for the product.

12e) Collateral – Poster	Best use of a poster to communicate with and influence target audiences.
12f) Collateral – Brochure	Best use of a brochure to communicate with and influence target audiences.
12g) Collateral - Specialty Items	Marketing material (other than a poster or brochure) used to communicate with and influence target audiences.
12h) Experiential Marketing	Event-based program designed to create an experience and emotional connection between a company and consumers in an effort to generate trial or build brand/product loyalty.
<b>Interactive PR</b>	
13a) Website	Best use of an external Web site to communicate with external audiences.
13b) Intranet	Best use of an internal Web site to communicate with internal audiences.
13c) Electronic Newsletter/E-zine	Electronic newsletter or magazine designed to communicate with external or internal audiences.
13d) Webcast/Webinar	Best use of the Web to communicate information via seminar, live press conference, etc.
<b>Events</b>	
14a) Special Event/Tradeshow	An occasion that contributes to an organization's identity or generates awareness for its products or services. This could include celebrations, ceremonies, recognition or other activities (media events, staged event, etc.). Best use of a trade show to build an organization's identity or generate awareness for its products or services.
<b>Writing</b>	
15a) Speech Writing	Writing for oral delivery of a presentation that best communicates the speaker's messages, position or desire for action.
15b) Article	Writing for print or electronic publication that best communicates the author's messages, position or desire for action.
15c) Special Purpose Publication	Single-use written tool used as part of a PR program to communicate with external or internal audiences (writing project, newsletter, book, booklet etc.)
15d) Feature Story	Feature story written to appear in external publication or feature story appearing in a news outlet as a result of a company or organization's media relations efforts.
<b>Special Project</b>	
16a) Special Video Project	Video (other than a VNR) created and used as part of a program or campaign to produce specific changes, create awareness, or influence opinions attitudes or behaviors among internal or external audiences.
16b) Research	The strength of research conducted and extent to which it was used in development of a campaign or program's strategies, tactics and audiences.
16c) Evaluation	Best methods/tools used to measure the success of a PR program or tactic (qualitative or quantitative).

## **SPECIAL AWARD CATEGORIES**

For Professional Recognition entry information, please find details on page 12. To enter in the Student Excalibur Awards category, please submit your entry following criteria for the PRSA Excalibur Awards.

<b>Professional Recognition</b>
SA-P1) Public Relations Professional of the Year
SA-P2) Young Public Relations Professional of the Year
SA-P3) Communications Team of the Year
SA-P4) CEO Communicator of the Year
<b>Student Excalibur Awards</b>
SA-S1) Outstanding Classroom Campaign
SA-S2) Outstanding Media Kit
SA-S3) Outstanding PR Internship (portfolio showcasing internship work)

## **JUDGING**

1. Judges - All entries will be judged by professional and distinguished members of a partner PRSA Chapter.
2. Awards – As merited in each category, Gold, Silver and Bronze Excalibur Awards will be awarded to first, second and third place winners, respectively. Judges reserve the right to declare no winners in a category if they determine that no entry has met minimum qualifications for a professional program or project. The Grand Excalibur will not be announced until the awards banquet. All other winners will be informed that they have received an award; however, the level of the award (Silver, Gold, Bronze) will not be disclosed until the banquet.
3. "The Grand Excalibur Award" will be presented to the entry deemed the "Best of Show."
4. Grounds for Disqualification/Reclassification - Judges retain the right to reject any entry that is either incomplete or improperly prepared according to the guidelines. Entries that are incorrectly classified may be reclassified or disqualified at the discretion of the judges. Entry fees will not be returned in those cases nor will entrants be notified.
4. Judges' Comments - Evaluation sheets will be mailed after the awards ceremony if a self-addressed, stamped envelope is provided with each entry.
5. Return of Entries - All entries can be claimed at the awards ceremony. Unclaimed entries will become the property of PRSSA libraries for use as learning tools.
6. Duplicate Awards - Duplicate awards can be ordered online at [www.prsahouston.org](http://www.prsahouston.org). Cost information and deadlines will be posted online once winners have been notified.

## **JUDGING CRITERIA**

1. Research – The methods applied in identifying a problem or opportunity as well as in supporting the planning and program. (15 points)
2. Planning – The original statement of objective(s), audience(s), establishment of measurable criteria, the originality and judgment employed in choosing strategies and techniques, the relationship of the program plan to research and objectives, and the accuracy of budget and staffing projections. (30 points)
3. Implementation – The caliber of materials, activities, writing, publications and other tools and techniques applied in executing the program. (35 points)
4. Evaluation/Measurement – Demonstrated efforts in identifying, analyzing and quantifying results to determine if and how well a program accomplished its goals and objectives. (20 points)

## ENTRY GUIDELINES

1. Each entry must have been completed or produced during 2008.
2. Select the most appropriate category for each entry. Remember, judges may reclassify any entry into a more appropriate category or disqualify it entirely if it fits no other category.
3. Payment of entry fees may be made by check or credit card (preferred). If paying by check, this must be included with award entry.
4. One copy of the payment form is required. If submitting multiple awards, please provide only one payment form that clearly lists each entry you are submitting. The payment form should be typed.
5. Excalibur entries should be placed into a hardcover, three-ring binder. The three-ring binder should be standard letter-size and should not be more than two inches thick. *The binder spine must be labeled clearly with category number/letter and title.* Any entries not packaged in hardcover binder or with additional lettering, labels, drawings or other artwork may result in disqualification.
6. Two copies of the submission entry form are required for each award. One submission entry form must be inserted into the clear pocket of the three-ring binder's cover. The second copy should be placed in the binder's inside front pocket. The form should be typed or *clearly* printed.
7. The binder should include two copies of the typewritten entry summary and one copy of any supporting materials. All supporting materials must be secured firmly in the binder and labeled clearly with the entrant's name, category and program/project title. The summary of the program/project should address each of the judging criteria separately and must accompany each entry. The summary must not exceed two pages in length.
8. Supporting materials, including copies of news clippings, photos, audiovisual materials and other collateral used (excluding props) in the execution of the program/project may be included. Audiovisual entries or supportive materials must be duplicated to 1/2-inch VHS tape (with the entrant's name, entry title and running time marked on the cover), CD-Rom or standard 3-1/2-inch, High-density computer disk for IBM platform. Website entries should include the URL (if still "live"), user IDs and passwords if necessary, or be submitted on CD-ROM or on 100 MB Zip cartridges in html format. Please place all supporting materials in one envelope clearly labeled with the entrant's name and entry title – secure the envelope to the inside of the entry binder.

## **PUBLIC RELATIONS PROFESSIONAL OF THE YEAR**

The *Public Relations Professional of the Year Award* recognizes an established practitioner for exceptional leadership and professional accomplishments during 2008, as well as career achievements. Individuals may nominate themselves or be nominated by others. The award is open to full-time PR professionals who began practicing before January 1, 2006. The fee for each entry is \$70.

### Criteria:

- Demonstrates exceptional account/company leadership and outstanding achievement in public relations
- Demonstrates knowledge of PR strategy and PR tactics, including budgets
- Make specific contributions to the community, the PR profession and his/her employer(s)/clients
- Displays traits and qualities that distinguish the nominee and his/her accomplishments, such as business savvy or creativity

## **YOUNG PUBLIC RELATIONS PROFESSIONAL OF THE YEAR**

The Young *Public Relations Professional of the Year Award* recognizes a relative newcomer to public relations for demonstrating exceptional leadership and professional achievements during his/her initial years in the profession. All PR professionals who have been in full-time practice for less than three years (began full-time practice January 1, 2006 or later) are eligible. (This period excludes internships and part-time employment while working on a degree.) Each entry should include a two-page nomination made by a senior-level executive at the nominee's firm/company, a 250-word personal statement from the nominee on why he/she should be named Young Public Relations Professional of the Year and any relevant supporting materials. The fee for each entry is \$70.

### Criteria:

- Demonstrates emerging leadership and outstanding achievements in public relations
- Demonstrates a good grasp of PR strategy and tactics
- Makes specific contributions to the community, the PR profession or his/her employer(s)/clients
- Displays traits and qualities that distinguish the nominee and his/her accomplishments, such as business savvy or creativity.

## **COMMUNICATIONS TEAM OF THE YEAR**

The *Communications Team of the Year Award* recognizes an outstanding communications working group for exceptional professional accomplishments during 2008. Individuals may nominate their own team or the team may be nominated by others. The fee for each entry is \$70.

### Criteria:

- Demonstrates exceptional account/company leadership and outstanding achievement in public relations
- Demonstrates knowledge of PR strategy and PR tactics, including budgets
- Make specific contributions to the community, the PR profession and his/her employer(s)/clients
- Displays traits and qualities that distinguish the nominee and his/her accomplishments, such as business savvy or creativity

## **CEO COMMUNICATOR OF THE YEAR AWARD**

PRSA Houston is seeking nominations for its fourth *CEO Communicator of the Year Award* honoring the outstanding performance of Houston area chief executive officers in their roles as chief communicator. All nominations must be submitted by April 9, 2009 along with an entry fee of \$70.

The role of the CEO has evolved. Not only do they encourage and adapt to changing business models, but frequently the CEO must take the lead in communicating with employees, shareholders, customers, suppliers and other stakeholders to achieve success for his organization.

### Eligibility:

- Nominees must be chief executive officers or hold equivalent positions in the greater Houston area.
- Nominators should give write a summary (not to exceed two pages) providing detailed about the nominee and his/her qualifications with reference to the period between January 1, 2008 and December 31, 2008. Additional documentation such as CDs, newspaper clips, or written speeches or presentations may be attached.

### Criteria:

- In order to qualify, nominees should effectively show how they act as a communicator by leadership whether in a crisis or in day-to-day operations. Leadership may include the CEO's appearance in the media, before industry groups, community groups or leadership in civic, religious or business organizations.

## **FOR MORE INFORMATION ON EXCALIBUR AWARDS CONTACT:**

Laura Frnka, APR  
lfrnka@piercom.com