



FEAST *of the* MESSENGER

# CALL *for* ENTRIES

2005 MERCURY AWARDS • SOUTH CAROLINA PRSA

# RULES

## Who's Eligible?

The SCPRSA Mercury and Silver Wing Awards Competition is open to anyone in the communications or public relations field in South Carolina.

Mercury Awards recognize public relations programs and campaigns.

Silver Wing Awards recognize outstanding tactics used in public relations.

Individual Awards recognize the accomplishments of four public relations practitioners (or others) in South Carolina.

## What's the Contest Period and When's the Entry Deadline?

Your program must have taken place, or your tactic used, between January 1, 2004 and December 31, 2004. Entry deadline is 5 p.m., February 7, 2005.

## How Much Will It Cost?

Mercury Awards: \$50 SCPRSA members; \$75 non-members

Silver Wing Awards: \$40 SCPRSA members; \$65 non-members

Individual Awards: No entry fee.

Payment/purchase orders must be received with entries. SCPRSA's federal ID number is 23-7193937. Membership belongs to individuals, not organizations. To qualify for the member rate, the person entering the award must be a member of both SCPRSA and the national PRSA. Obtain the membership application by calling Karla Falk at 803-238-9187 or e-mail SCPRSA@earthlink.net. SCPRSA will forward your application to national PRSA along with your dues check.

## How to Enter Mercury and Silver Wing Awards

While your program or campaign can be entered in only one Mercury Award category, you may enter components of that program (such as media kits, feature stories, brochures, newsletters, Web sites, etc.) in the Silver Wing competition. Please complete a separate entry form for each entry.

Please provide 2 sets of your entry. The second set may be a duplicate. They each should contain:

- A signed entry form.
- A check.
- A summary no longer than one page addressing each of the judging criteria. The summary should be typed using no smaller than a 10-point typeface and one-inch margins.
- Supporting materials referred to in the summary may be included.
- A 100-word summary about your program or tactic. This will be used to describe your entry if it receives an award.

Mail or drop off your entry for arrival by 5 p.m., February 7, 2005.

## How to Enter the Individual Awards

People or businesses can nominate themselves or be nominated by someone else.

Please provide 2 sets of your entry. The second set may be a duplicate. They should contain:

- A signed entry form.
- A letter of nomination detailing that individual's accomplishments and reasons why he/she should receive the award.
- Résumé of the nominee.
- Up to two letters of support.

## Where to Mail or Drop Off Your Entry

For your convenience, we've established three locations in different parts of the state. Deliver your entries to the one closest to you.

### Elizabeth Hammond

AX-210 (4101 Percival Rd.)

BlueCross BlueShield of South Carolina

I-20 at Alpine Rd.

Columbia, SC 29219

803-264-4626

Elizabeth.Hammond@bcbsc.com

### Tracy Pou

Select Health of South Carolina

7410 Northside Dr., Suite 100

N. Charleston, SC 29420

843-569-1759

Tracy.Pou@selecthealthofsc.com

### Sara Harden (c/o Crystal Anderson)

American Heart Association

310 B Bennett Center Dr.

Greer, SC 29650

864-801-9550

Sara.Harden@heart.org

## Who's Judging?

Judging is performed by PRSA members in another chapter and others with expertise in the specific categories. Only one award of excellence is given in each category or subcategory. No awards are given in categories where judges determine that the entries do not merit them. Certificates of merit are awarded to runners-up.

## ... And the Winner is ...

Winners will be announced at the SCPRSA Awards Banquet, to be held at the Columbia Art Museum on Thursday, April 7, 2005. Winning and non-winning entries can be claimed immediately following the banquet. Entries not claimed that evening can be mailed back to you for a \$10 fee; otherwise they will be given to a college or university.

# TIPS

## First things first ... don't be shy about entering your work!

Make sure your entries acknowledge and detail all four of the elements of a Mercury Award campaign (research, planning, execution and evaluation), all the judging requirements for your Silver Wing tactic category, and all the information needed for the Individual Awards. The summary is the most important part of the entry. It should address each element and support materials should be included (i.e., research materials used in planning and evaluation, sample press clips, etc.).

Pay attention to specific guidelines, including submission of two sets of your entry – both sets including your signed entry form, summaries, supporting documentation, and check. You may use a binder (try to keep it to 1-inch or less) or folder to contain all the information, but keep it free of ornamentation beyond identifying the title of your entry and the category in which you are submitting. After you've written your entry, re-read the Rules section of this Call for Entries and double check your entry.

Make sure you include budget information. If services were contributed, note that as well.

Remember quality, not quantity. Judges are reviewing many entries. Your entry should be well organized, easy to follow and demonstrate clearly that the objectives were accomplished. (Coverage in 100 publications is great

and you can state that in the summary, but include only one or two clips in your supporting materials as examples, and remember to tell us if your media coverage resulted in people attending your meeting, buying your product, etc.)

Creativity alone will not make your entry a winner. Even the most creative campaign or program will not win if it doesn't address the four elements and clearly demonstrate that the objectives were accomplished.

It is usually best to enter a program that is near completion rather than one that is being implemented because you can demonstrate the results and how the goals were accomplished.

Check out the "Reading Room" at [www.prsa.org](http://www.prsa.org) (click on the Bronze Anvil Awards, then the "reading room") for helpful articles and judges' tips on how to prepare competition entries.

Call the winners of last year's SCPRSA awards and talk to them about their entries. They are listed at [www.scprsa.org](http://www.scprsa.org).

## Need More Help?

Call us. We're here to answer your questions. The 2005 Mercury and Silver Wing Awards chairman is **Elizabeth Nkuo, 803-264-3972**, and the call for entries committee leader is **Elizabeth Hammond, 803-264-4626**.

# MERCURY AWARDS

## Recognizing the Best in Public Relations Programs and Campaigns

The SCPRSA Mercury Award is given annually to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness.

Mercury Awards recognize complete public relations programs or campaigns incorporating measurable and sound research, planning, execution and evaluation. These four areas represent the solid criteria by which senior practitioners judge each entry to ensure it meets the highest standards of performance in the profession. The Mercury Awards are regarded as the preeminent achievement of public relations in South Carolina.

### Categories

#### 1. Community Relations

*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 Marketing Consumer Products or Services.)*

#### 2. Brand/Reputation Management

*Programs designed to build or enhance the overall reputation, integrity and/or perceived value of an organization from a holistic point of view. Programs encompass the full organization or entity versus a specific product or service of the organization.*

#### 3. Events And Observances (Seven or Fewer Days)

*Programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations or other special activities and must occur within a time span of one week.*

#### 4. Events And Observances (More Than Seven Days)

*Programs or events that take place for longer than a one-week period, such as a yearlong anniversary, or activities (commemorations, observances, celebrations, etc.).*

#### 5. Public Service

*Programs that advance public understanding of a societal issue, problem or concern. (Similar programs conducted*

*principally to enhance an organization's standing or to otherwise serve its interests directly will fall in Category 2: Brand/Reputation Management.)*

#### 6. Public Affairs

*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.*

#### 7. Marketing Consumer Products

*Programs designed to introduce new or promote existing products to a consumer audience.*

#### 8. Marketing Consumer Services

*Programs designed to introduce new or promote existing services to a consumer audience.*

#### 9. Marketing Business To Business

*Programs designed to introduce new or promote existing products or services to a business audience.*

#### 10. Global Communications

*Any type of program (brand management, marketing, events, etc.) sponsored by a U.S. company or a company with a U.S. presence. The program demonstrates effective global communications implemented in two or more countries (e.g., one could be the U.S. but the program must include at least one other country).*

#### 11. Crisis Communications / Issues Management

*Programs undertaken to deal with an event or issue that has had or may have an extraordinary impact.*

#### 12. Internal Communications

*Programs targeted specifically to special publics directly allied with an organization (for example, employees, members, affiliated dealers or franchisees).*

#### 13. Investor Relations

*Programs directed to shareowners, other investors and the investment community.*

#### 14. Multicultural Public Relations

*Any type of program (i.e., institutional, marketing, or community relations) specifically targeted to a cultural group.*

#### 15. Integrated Communications

*A program that employs the creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications. It 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 and shareholders.*

### Judging Criteria

#### Research

*Each entry will be judged on the quality of the original or secondary research. Analyze or describe the situation on which the program is based. When addressing the actual research component, describe who specifically initiated the research. Was it in response to a problem or to examine a potential problem? Did research help redefine the situation in any way? How was the research relevant to shaping the planning process? How did research help define the audience or the situation?*

#### Planning

*Judges will examine how each entry relates to objectives, originality, judgment in selected strategy and techniques, accuracy of budget and difficulties encountered/overcome. How do the plans correlate to the research findings? Who was involved in the planning? In general terms, what was the plan? For example, who were the target audiences? What was the overall strategy employed? What materials were used? What was your budget?*

#### Execution

*Judges will examine plan implementation, materials used, in-progress adjustments to the plan and effectiveness of resources. How were the plans executed and what were the results? In general terms, how did the activities flow? Were there any difficulties encountered? If so, how were they handled? Were other organizations involved? Were other nontraditional public relations tactics (i.e. advertising) employed?*

#### Evaluation

*Judges will consider to what degree a program met its objectives and what efforts were made to identify, analyze and quantify results. What method(s) of evaluation were used? How are results related to research findings? How are results related to strategic objectives? (Note: media circulation figures are not acceptable as the only means of quantitative measurement.) Documentation of how success was measured is encouraged.*

# SILVER WING AWARDS

## Recognizing the Best in Public Relations Tactics

Silver Wing Awards recognize outstanding public relations tactics – the individual items or components that contribute to the success of an overall program or campaign. These tactics – whether a media kit, annual report, newsletter, video program, PSA, speech or web site – are the hard-working part of any public relations program. The Silver Wing celebrates the best of the best in tactics through categories reflecting their growing scope, creativity and importance in strategic public relations.

### Categories

#### 1. Media Relations

##### 1a. Media Relations – Consumer Products

*Tactics, programs and events driven entirely by media relations for a consumer product.*

##### 1b. Media Relations – Consumer Services

*Tactics, programs and events driven entirely by media relations for a consumer service.*

##### 1c. Media Relations – Business to Business

*Tactics, programs and events driven entirely by media relations for business to business.*

##### 1d. Media Relations – Associations/Government/Nonprofit Organizations

*Tactics, programs and events driven entirely by media relations for an association, government or nonprofit organization.*

*Submit press releases, satellite media tour materials, 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 VHS cassette, CD or DVD, and radio coverage on a CD/audio cassette.*

#### 2. Newsletters

##### 2a. Fewer than 16 pages

##### 2b. 16 pages or more

*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 on-line or electronic versions, enter category for multi-media newsletters.)*

#### 3. Magazines

##### 3a. Internal Audiences Primarily

##### 3b. External Audiences Primarily

*Publications designed to provide in-depth information about an organization or*

*topic on a regular basis. Magazines typically are differentiated from newsletters by the larger number of pages and longer length of articles. Submit three consecutive issues along with the one-page summary. (For on-line or electronic versions, enter category for multi-media magazines.)*

#### 4. Annual Reports

##### 4a. Companies (Up to \$500 Million)

##### 4b. Companies (More than \$500 Million)

##### 4c. Non-Profit Organizations

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

#### 5. Brochures

##### 5a. Fewer than 16 pages

##### 5b. 16 pages or more

*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 on-line or electronic versions, enter category for multi-media brochures.)*

#### 6. Publications

##### 6a. Single Issue

##### Newsletters/Booklets

##### 6b. Books

*Single-issue publications designed for a special purpose. 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.*

#### 7. 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 on-line*

*or electronic versions, enter category for multi media press kits/media kits.)*

#### 8. 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.*

#### 9. 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 your VNR and samples of resulting TV news edited video and sound bites on a single VHS cassette or DVD. The one page summary should include usage statistics or other means of quantified measurement to support stated objectives.*

#### 10. Audio Programs

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

#### 11. Television PSAs

*Video productions of one minute or less distributed to television stations as non-paid Public Service Announcements. Single productions or a series addressing the same issue may be submitted on a single VHS cassette or DVD. The one-page summary should include documentation of results.*

#### 12. Radio PSAs

*Audio productions of one minute or less distributed to radio stations as non-paid Public Service Announcements. Single productions or a series addressing the same issue may be submitted on a single CD/audio cassette. The one-page summary should include documentation of results that support stated objectives.*

*\*Entries in categories 13-16 must be written in their entirety or substantively by the entrant and not merely "pitched."*

#### \*13. 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.*

#### \*14. 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.*

#### \*15. 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.*

#### \*16. Advertorial

*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.*

#### 17. 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.*

### 18. 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.)*

### 19. Web sites

#### 19a. External

#### 19b. Internal/Intranets/Extranets

*Use of a Web site as part of a public relations program. Include screen captures or printed copies of key pages to support*

*your one-page summary. In addition, include the Web site address for external sites. For intranets/extranets, please provide password access.*

### 20. Multi-Media Communications

#### 20a. Press Kit/Media Kits

#### 20b. Newsletters

#### 20c. Magazines

#### 20d. Annual Reports

#### 20e. Brochures

#### 20f. Internal Programs/ Presentations

#### 20g. External Programs/ Presentations

*Use of multi-media technology to produce traditional public relations tactics.*

*Submit a one-page summary, as well as hard copy and VHS cassette, CD-ROM or DVD of the tactic to reflect its quality, execution and technical excellence. The one-page summary should include documentation of results that support stated objectives.*

### 21. Posters

*Use of posters to effect a response from an internal or external audience. Submit printed sample of the poster and one-page summary explaining measurable objectives, target audiences, budget, results of how the stated measurable objectives were met and how the poster impacted the success of a broader or ongoing program.*

### Judging Criteria

*Judges evaluate the entry based on purpose (the situation is described, objectives and target audience defined), research (methods used are specified and thorough), planning and execution (tactics are developed and executed), budget (how did the plan and execution fit the budget), goals achieved (results were evaluated and objectives were met).*

# INDIVIDUAL AWARDS

Besides highlighting the best programs and tactics, SCPRSA honors people who have distinguished themselves either in practicing public relations or in recognizing the value of public relations. Some are PRSA members and some are not.

## What makes a good nomination?

### Rookie of the Year

*What responsibilities does this nominee hold for his/her job? What qualities does this nominee possess to qualify him/her for this award? Writer/editor, graphic designer, media relations specialist, special events, other.*

### Distinguished PR Practitioner of the Year

*How long has the nominee been practicing public relations? List community organizations in which this nominee is involved and his/her role in each. List outstanding accomplishments. What positions has this nominee held in SCPRSA? What qualities does this nominee possess to qualify him/her for the award?*

### Community Spirit Award

*Does not have to be a member of SCPRSA. How has this nominee demonstrated dedication to community service? Was this for a special event or organization? Please list the organization this nominee has helped and how. Why do you feel this nominee should be selected for this award?*

### Executive Excellence Award

*Nominees should not include public relations practitioners. How long has the nominee been an advocate of public relations programs? List specific examples. List outstanding accomplishments. List SCPRSA initiatives supported. What other qualities does this nominee possess to qualify him/her for this award?*

# INDIVIDUAL AWARDS

## SCPRSA Entry Form

Name of Nominee \_\_\_\_\_

(if rookie, include year graduated):

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

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: State: Zip: \_\_\_\_\_

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

Nominator: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

All information submitted is accurate and truthful. I have read the instructions and agree to abide by the rules of the competition

Nominator's Signature \_\_\_\_\_

Date \_\_\_\_\_

Please check for the category of your nominee:

Rookie of the Year

*A younger member of SCPRSA or a member of a PRSSA chapter in South Carolina  
This person must have been actively engaged in public relations for less than three years  
or be a student who has demonstrated potential for being an outstanding public relations professional.*

Distinguished PR Practitioner of the Year

*A member in good standing of SCPRSA who demonstrates exceptional contributions  
to the community, chapter and public relations profession, as well as a superior performance  
in meeting public relations responsibilities.*

Community Spirit Award

*A business or individual who has demonstrated outstanding commitment  
to community service. Does not have to be a member of SCPRSA.*

Executive Excellence Award

*A chief executive officer or employer who has shown exceptional support of PRSA and of the  
public relations profession in general. Nominees should not include public relations practitioners.*

**Please provide two (2) sets of your entry. The second set may be a duplicate. They should contain:**

- This signed entry form.
- A letter of nomination detailing that individual's accomplishments and reasons why he/she should receive the award.
- Résumé of the nominee.
- Up to two letters of support.

***Entries will not be accepted after 5 p.m. February 7, 2005***

# MERCURY AWARDS

## SCPRSA Entry Form

Mercury Award Category \_\_\_\_\_

Name \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Other agency or counseling firm: \_\_\_\_\_

Title of entry: \_\_\_\_\_

Name of organization for which program was conducted: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name to appear on award: \_\_\_\_\_

*Awards and certificates will be inscribed with two lines, up to 26 characters (including spaces) per line*

A membership application and fees (national PRSA and SCPRSA) must accompany your entries to qualify for member rate. Payment/purchase orders for your entries also must be received with the entries. SCPRSA Federal ID #: 23-7193937.

We need **two (2) sets of your entry**. Please check enclosures for each set:

Entry form

One-page summary. Include research, planning, execution, and goals achieved/evaluation.

100-word summary (*to be used by MC at banquet for winning entries*)

Supporting materials, such as video, audiocassette tape, CD-ROM, or DVD

If you can provide a photo that illustrates your campaign or program, please provide a jpg on disc that will be used in the awards banquet PowerPoint presentation if your entry wins.

Check

*(separate from membership dues)*

\$ \_\_\_\_\_

*amount of check*

### **Mercury Awards:**

\$50 SCPRSA members

\$75 non-members

\$10 entry mail-back

All information submitted is accurate and truthful. I have read the instructions and agree to abide by the rules of the competition.

Entrant's Signature \_\_\_\_\_

Date \_\_\_\_\_

***Entries will not be accepted after 5 p.m. February 7, 2005***

# SILVER WING AWARDS

## SCPRSA Entry Form

Silver Wing Award Category \_\_\_\_\_

Name \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Other agency or counseling firm: \_\_\_\_\_

Title of entry: \_\_\_\_\_

Name of organization for which tactic was conducted: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Name to appear on award: \_\_\_\_\_

*Awards and certificates will be inscribed with two lines, up to 26 characters (including spaces) per line*

A membership application and fees (national PRSA and SCPRSA) must accompany your entries to qualify for member rate. Payment/purchase orders for your entries also must be received with the entries. SCPRSA Federal ID #: 23-7193937.

We need **two (2) sets of your entry**. Please check enclosures for each set:

Entry Form

One-page summary. Include purpose, research, planning and execution, budget, and goals achieved.

Support materials, as designated in the category requirements or referenced in your summary.

100-word summary (*to be used by MC at banquet for winning entries*)

If you can provide a photo that illustrates your tactic, please provide a jpg on disc that will be used in the awards banquet PowerPoint presentation if your entry wins.

Check

*(separate from membership dues)*

\$ \_\_\_\_\_

*amount of check*

### **Silver Wing Awards:**

\$40 SCPRSA members

\$65 non-members

\$10 entry mail-back

All information submitted is accurate and truthful. I have read the instructions and agree to abide by the rules of the competition.

Entrant's Signature \_\_\_\_\_

Date \_\_\_\_\_

***Entries will not be accepted after 5 p.m. February 7, 2005***