



CANADIAN PUBLIC  
RELATIONS SOCIETY  
OTTAWA/GATINEAU

LA SOCIÉTÉ CANADIENNE  
DES RELATIONS PUBLIQUES  
OTTAWA/GATINEAU

## 2008 *PuRe Elements* Communications Excellence Awards

### AWARD SUBMISSION FORM

Submission Date: \_\_\_\_\_

Please print Form and attach to front of Submission Entry document along with Entry Fee (CPRS Members: \$100 and Non-Members: \$150. Payment can be made by cheque or money order, payable to CPRS Ottawa/Gatineau.) and send to (Courier, Canada Post or Drop Off)

Queensway Carleton Hospital  
3045 Baseline Road  
Ottawa, ON  
K2H 8P4  
Attention: Calline Au, Communications

**\*All entries must be postmarked no later than 12 noon, Friday, September 12, 2008.**

This Submission is for the \_\_\_ **AWARD** (Choose Applicable Category. See below for Criteria)

**EARTH**

**WATER**

**AIR**

**Project Title:** \_\_\_\_\_

**Brief Description: (50 words or less)**

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**CONTACT INFORMATION:      Please Print Clearly**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

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

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

Home: \_\_\_\_\_

Email: Office: \_\_\_\_\_

Home: \_\_\_\_\_

CPRS Ottawa/Gatineau       Member       Non Member

**Submission Criteria:**

A maximum two (2) page summary of the submission must be attached to each entry form. It should include a brief description of the following areas:

- Research;
- Planning, strategy, analysis;
- Execution, production, and communication;
- Evaluation.

**OR Address the following four statements**

*A) Statement of Purpose*

- Why did you produce this communications piece?
- Outline your reasons under the following headings:
  - target audience
  - strategy
  - message(s)

*B) Specific Communications Objectives*

- What did you hope to accomplish?
- Did you fulfill your objectives?

#### *C) Statement of Human and Financial Resources*

- What resources were used for this project?
- Was it completed on budget?
- Provide a detailed budget for the project

#### *D) Evidence of Measurement*

- How do you know you achieved your results?

The summary adds clarity to the submission and allows the judges to see quickly the rationale and organization behind each entry.

#### **Supporting Information:**

All supporting information should be included in either a three-ring 1" binder or submitted in PDF format. The entry form and summary should be followed by the detailed supporting information, organized by the aforementioned areas.

#### **Associated Materials:**

Bulky materials such as CDs, videotapes, posters and photographs should be clearly labeled and safely affixed to the three-ring binder in some way. We accept only the following formats:

- CD/DVD ROM: Documents in PDF Format
- Videoclips: DVD or VHS
- Posters/Photographs
- Promotional items as produced

**Note: All submissions and supporting documents become the property of CPRS and will not be returned.**

## **Award Categories**

### **EARTH**

#### **Excellence in Internal Communications (foundations of good PR practices – best practice guidelines)**

Using the foundations of good communications to build the foundation of your business. This single award honours excellence in public relations programs targeted to publics allied with the organization such as employees, members, volunteers and franchisees. Programs should be geared to improve employee-management relations; increase employee understanding/buy in to the organization's strategic direction and their role in contributing; increase employee and/or management morale, motivation, organization awareness; or explain new policies or plans.

**a) Special Events:** A public relations program for openings, anniversaries and other ceremonies commemorating a one-time event or series of special events or occasions.

**b) Print Projects** Printed material developed for target audiences, i.e. newsletters, annual reports, newspaper insert, brochures, handbooks, promotional campaigns, posters, programs, or displays.

**c) Issues/Crisis Management**

Communication programs that demonstrate both preventative action and proactive planning in dealing with an extraordinary event, or addressing trends, issues and/or stakeholder attitudes that have a significant impact on an organization.

**d) Media Relations**

The program should exhibit improvement of an organization's media profile measured against desired objectives, or the adept management of issues involving media coverage, or the development of a successful media relations campaign.

**e) Writing:** This category encompasses original material written for a communications project including: personality profiles, speeches, recurring features or columns, other features such as magazine articles, editorials, advertorials, news articles or news releases. The award will be judged based on the quality of writing as well as creativity and strategic alignment with their organization's business goals.

## **WATER**

### **Excellence in Communications Innovation (changing with advances in technology, the profession, requirements of audience, world-wide audiences)**

This award recognizes excellence in innovative, leading-edge public relations programs which purposely embrace the use of new technologies geared to improve relationships with the community, influence public attitude and behaviour, to generate greater public understanding of the organization, and/or increase corporate or organizational identity with various audiences. One award will be presented in this category which can include entries from these areas:

**a) Social Media:** Web-based journals or blogs that communicate either a corporate, public or industry position. The summary should include a rationale for blogging, targeted audiences and statistics or other means of quantifiable measurement that meet stated objectives. Screen downloads of the blog being entered as well as the URL must be submitted as part of the entry.

**b) Audio-Visual Projects:** Multi-media, video, video news releases, audio only, CD ROMs, or computer generated slide presentations developed for internal or external target audiences.

**c) Electronic & Interactive Communications:** External web sites, intranet sites, webcasts, online publications or interactive kiosks.

## **AIR**

**Excellence in External Communications Programs (demonstrating lofty ideals, ability to shift and change as required by your audience, flexibility, ingenuity, thinking on your feet.**

This award honours excellence in public relations programs geared to improve relationships with the community, influence public attitude and behaviour, to generate greater public understanding of the organization, and/or increase corporate or organizational identity with various audiences. One award will be presented in this category, which can include entries from these areas:

### **a) Communications Management**

A communication program that demonstrates the full range of public relations practitioner's skills and draws on multiple areas of public relations practice (i.e. media relations, employee relations, branding, crisis management, communication audits, corporate communications, etc.) to enhance or determine the effectiveness of an organization's strategic direction.

### **b) Community Relations**

Community programs (i.e. philanthropy, volunteerism, partnerships, etc.) that enable an organization to build and maintain positive and sustainable relationships with key individuals, groups or organizations within its communities.

### **c) Government Relations**

Programs targeted at government bodies and government agencies or programs that recognize the effective use of public affairs to change/enlist public opinion in order to influence government policy and/or regulations.

### **d) Advocacy and Social Issues**

Advocacy-based communication programs targeted to multiple audiences that focus on sustainable development and economic, social and environmental issues. May include programs where the primary objective is to address and enhance the long-term well-being of specific communities. Entries may include economic revitalization projects and cause-related issues in cultural preservation, education, literacy, health, poverty reduction, employment and the environment.