



CANADIAN PUBLIC
RELATIONS SOCIETY
OTTAWA/GATINEAU

LA SOCIÉTÉ CANADIENNE
DES RELATIONS PUBLIQUES
OTTAWA/GATINEAU

2008 *PuRe Elements* Communications Excellence Awards

Awards Ceremony Thursday, November 13, 2008

Application Submission Deadlines:

Early Bird- Midnight September 12, 2008

Final -Midnight September 30, 2008

FAQ

1. What are the PuRe Elements Communications Excellence Awards?

The new awards program of the Canadian Public Relations Society (CPRS) Ottawa/Gatineau chapter. This awards program recognizes the outstanding achievements of the professionals who create and execute comprehensive public relations projects or programs. In particular the PuRe Elements FIRE Award is presented to a Communicator of the Year as nominated by their peers.

2. Who should enter?

This awards program is open to all communications and public relations professionals in the Ottawa-Gatineau region – CPRS members and non-members are eligible.

- Each submission must have been planned, produced and completed within a period of TWO YEARS prior to the entry deadline. All projects must be produced in full or in part, between July 01, 2006 to July 01, 2008.
- An individual or group may submit multiple entries in multiple categories, but each entry must be accompanied by a separate entry fee and follow the guidelines pertaining to the entry. (ie: number of copies).
- Submissions are accepted in both official languages - English and/or French.

3. What are the award categories?

Four awards will be presented: **Fire:** Communicator of the Year (nominated award); **Earth:** Internal Communications; **Water:** Innovator; and **Air:** External Communications.

FIRE

The CPRS Ottawa-Gatineau Senior Communicator of the Year Award

Award Description

The PuRe Elements FIRE Award is presented to the Ottawa-Gatineau SENIOR *Communicator of the Year Award* as nominated by his/her peers. The individual is an inspiring communicator who is a strong mentor and has the ability to “fire-up” his or her team to achieve exemplary communications in their organization. This award recognizes outstanding contributions to communication and public relations by an organizational leader. Such contributions may include initiating, directing, supporting or sustaining outstanding and effective communication programs. The nominee should be a role model in the community for communicators and non-communicators alike, and be someone whose communication skills and messages have impacted the lives of others.

The CPRS Ottawa-Gatineau Communicator of the Year Award will be presented at the 2008 CPRS Ottawa-Gatineau PuRe Elements Awards Night on November 13, 2008.

This award is based on peer nominations:

Guidelines

- Nominations must be made by CPRS Ottawa-Gatineau member(s) in good standing.
- Nominees must have 20-plus years experience in communications/public relations
- Nominees will be evaluated for their career involvement in the field with emphasis on advancing the profession
- Nominations must include a maximum two-page summary, and may include supporting materials. If a video is included in supporting materials, please identify a maximum of two minutes for viewing, and cue the tape to the starting point.
- Provide two copies of the summary and the supporting materials, and provide one copy of a CD/DVD-ROM if applicable.

Key criteria

- Nominees are organizational leaders based in Ottawa-Gatineau.
- 20-plus years as communicator/public relations
- Communicator of the Year nominations are evaluated against criteria for:
 - Demonstrated exceptional leadership,
 - Management and communications skills
 - Advancing the profession

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.

4. When will the awards be announced?

Thursday, November 13, 2008 at an AWARDS BANQUET (Time & Location TBA).

5. What are the submission fees?

Each "PuRe Elements Excellence Award" submission must be accompanied by a nonrefundable entry fee - CPRS Members: \$100 and Non-Members: \$150 before Sept 12. Final submission date, Sept. 30 – CPRS Members \$125 and Non-Members: \$175. Payment can be made by cheque or money order, payable to CPRS Ottawa/Gatineau.

6. What is the submission process?

Submission Forms available at <http://www.cprsottawa.com/> on July 12, 2008

- Each "PuRe Elements Excellence Award" submission must be accompanied by a nonrefundable entry fee - CPRS Members: \$100 and Non-Members: \$150 before Sept. 12. Or, CPRS Members \$125 and Non-Members: \$175 by Sept 30. Payment can be made by cheque or money order, payable to CPRS Ottawa Gatineau.
- Send submission to **Queensway Carleton Hospital, 3045 Baseline Road, Ottawa, ON, K2H 8P4 - Attention: Calline Au, Communications**
- Submission Deadline: postmarked prior to Midnight, September 12, 2008

7. How do I complete my submission?

A: Submission Summary:

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 you can frame your entry in the following four statements (maximum two pages):

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.

8. What recognition do the award winners receive?

- A personalized 2008 CPRS Ottawa-Gatineau PuRe Elements Excellence Award
- Individual recognition at the awards banquet held on November 13, 2008.

- Individual recognition in the December issue of CPRS Ottawa-Gatineau's VOX newsletter along with a synopsis of your award winning entry.
- Recognition of your winning award entry on CPRS Ottawa-Gatineau's web site.
- Consideration for publication in CPRS National publication.
- Use of official 2008 PuRe Elements CPRS Ottawa-Gatineau logo on your website (as per guidelines).

9. Who are the judges?

The PuRe Elements Communications Excellence Award winners will be selected by a hand-picked group of communications professionals associated with our sister CPRS chapters across the province. All submissions are to be couriered, mailed or hand-delivered to a single location for dissemination to the appropriate category lead.

All entries dropped off and/or postmarked **prior to Midnight, Friday, September 12, 2008 to:**

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

- Judges score each submission and evaluate the entry on the information supplied including all supporting documentation provided. Winners will be determined by the highest total scoring.
- All entrants will receive judges' comments on their submission. Please enclose a self-addressed, stamped envelop.

If you require further information, please contact Calline Au at 613-721-2000 ext. 5621 or by email at cau@qch.on.ca.