

Submit entries online at [cmprsa.com/PACE-Awards](http://cmprsa.com/PACE-Awards)

## ELIGIBILITY

The PACE Awards are open to all professional public relations practitioners and PR Students. PRSA membership is not required to enter. Entries must have been completed during the 12 months beginning January 1, 2020 and ending December 31, 2020. It is the entrant's responsibility to communicate entry information to all interested/participating parties such as agencies, clients, etc. Entries must be produced by or for an organization based in the Central Michigan PRSA chapter, including Clinton, Eaton, Genesee, Gratiot, Ingham, Jackson, Livingston and Shiawassee counties

## ENTRY CATEGORIES

The PACE Awards are divided into two main divisions: Campaigns and Tactics (see list of categories below). Campaign entries may only be submitted in ONE campaign category. However, individual campaign tactics may be entered in multiple tactics categories.

## ENTRY SUBMISSION

Entries must be submitted online via Judgify.

## ENTRY FEES (NON-REFUNDABLE)

Entry fees must be paid online

### Early Bird Entries:

- Campaigns: \$60 for Members, \$75 for Non-members.
- Tactics: \$40 for Members, \$55 for Non-members

### Regular Entries:

- Campaigns: \$85 for Members, \$100 for Non-members.
- Tactics: \$65 for Members, \$80 for Non-members

## JUDGING GUIDELINES

The competition is decided by a panel of judges from another nationally recognized PRSA chapter. Judges are not required to select a winner in any given category if no entry is deemed appropriate.

## AWARDS PRESENTATION

Winners will be recognized during the annual awards ceremony in May 2021 (to be held virtually). Trophies will be delivered following the ceremony.

## ENTRY INSTRUCTIONS

All entries (campaigns and tactics) must include the following:

- A summary (one-page for tactic entries, two-pages for campaign entries)
- Suitable image (JPEG, GIF, PNG, PDF) that in some way represents the work. It may be the image of the front cover to your publication, a photo from the event, logo, etc. These images will not be judged, but will be used for show at the awards ceremony.
- A synopsis of the submission (50-words for tactic entries, 100-words for campaign entries) calling out highlights from the entry.

## SUMMARY

The summary is the single most important part of the overall entry for judges. Judges will evaluate the program/tactic on the merit of four criteria: research, planning, execution and evaluation. The summary should be typed using no smaller than a 10-point typeface and one-inch margins. All entries (categories and tactics) must address each of the following areas:

### 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 to re-define the situation in any way? How was the research relevant to shaping the planning process? How did the research help define the audience(s) or the situation?

### Planning

How do the plans correlate to the research findings? Who was involved in the planning? In general terms, what was the plan? For example, what were the specific objectives of the program? Who were the target audiences? What was the overall strategy employed? What materials were used? What was your budget?

### Execution

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 non-traditional public relations tactics (i.e., advertising) employed? Please note: unless you are entering this program under "Integrated Communications," advertising costs, under most circumstances, should not exceed one third of the budget.

### Evaluation

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.)

2021 Central Michigan Chapter

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## SUPPORTING MATERIALS

Support your work with photos, videos, letters, scripts, storyboards, news clippings, and copies of any materials used in the project. Website entries must include a URL for judges to access the website. All materials must be uploaded in a digital format.

## SPECIAL AWARDS

**Best-in-Show:** A Best-in-Show Award will be presented to the entry receiving the highest point total in each category (Campaigns and Tactics). All categories are eligible for Best-in-Show.

**PACE Maker of the Year:** This prestigious award recognizes a practitioner who has made a significant contribution to the profession. This person would stand out as a superior example of the management function that establishes mutually beneficial relationships between an organization and the public.

**Nominations for this award close on March 12, 2021.**

**New Professional Award:** This award recognizes a new professional (five years or less in the field of public relations) as a rising star in the field in mid-Michigan. This award is selected at the end of every calendar year and presented at the PACE Awards.

**George Brown Memorial Scholarship:** This scholarship is awarded to an outstanding PRSSA junior enrolled in a communication-related program of study at Michigan State University.

**Applications are due on March 12, 2021.**

**Student Practitioner of the Year:** Every year the CMPRSA awards a outstanding student practitioner from Michigan State University with this prestigious award.

**Nominations for this award close on March 12, 2021.**

**ENTRY DEADLINE: MARCH 12, 2021 (EARLY BIRD DEADLINE: MARCH 5, 2021)**

## CAMPAIGN CATEGORIES

### **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.

### **Crisis Communications**

Actions or steps undertaken to deal with a sudden event that has had or may have an extraordinary impact.

### **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, budget and measurement of return on investment of the communications to any stakeholder group, including employees, consumers and shareholders.

### **Marketing Consumer Products and Services**

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

### **Organizational Relations**

Programs affecting an organization's stature, reputation or relations with its internal or external publics including employees, members, affiliated dealers, franchisees, customers, clients, or the like.

### **Public Affairs**

Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies—at local, state or federal government levels—so that the entity funding the program benefits.

### **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 ordinarily fall under Organizational Relations.)

### **Shoestring Budget**

Programs or projects which could fall into any of the other campaigns categories which were completed with a budget of \$0-\$5000, or pro bono.

### **Social Marketing**

Events, actions, or programs built solely around the use of social media, social e-marketing, and online relations.

### **Special Events**

Programs or events, including commemorations, observances, openings, celebrations, yearlong anniversaries or other special events.

### **Multicultural Communications**

Any type of program, such as institutional, marketing and community relations, targeted to a specific cultural group.

### **Student Campaign (FREE SUBMISSION)**

A new entry for college students to submit a campaign they worked on in school as part of a class project or on campus agency. Note that membership in PRSSA is not a requirement

## TACTIC CATEGORIES

### Annual Reports

Publications that report on an organization's annual performance: Submit one copy of the publication along with one-page summary.

### Brochures

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 one-page summary.

### Magazines

Publications designed to provide in-depth information about an organization or topic on a regular basis. The number of pages and length of articles typically differentiate magazines from newsletters.

### Media/Press Kits

News releases, photographs and other background information compiled together on an organization, product or issue.

### Newsletters

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives.

### 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 via audio file(s) or link(s) to radio spot(s). Entrants are encouraged to submit the final script(s).

### Special Purpose Publications

Pieces designed for a special purpose to increase awareness, solicit a response, or otherwise inform an audience. Books, direct mail and other publications not eligible for consideration in other categories should be entered here.

### 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 via video file(s) or link(s) to video(s). Entrants are encouraged to submit the final script(s).

### Video Programs

Video programs targeted toward internal or external audiences. Entries must have been paid for solely by the organization, rather than supporting corporate sponsors. The entry should include the video file(s) or link(s) to video(s). Entrants are encouraged to submit the final script(s).

### Websites

Websites or web pages must be submitted via a link to the final websites or web pages and/or using screen captures, along with a one-page summary.

### Editorials/OP-ED Columns

Opinion articles written as an editorial, a guest column, or a letter to the editor. Submit text of the article and documentation of publication.

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## TACTIC CATEGORIES - CONTINUED

### **Feature Stories**

Submit text of the feature article as well as documentation of publication. The one-page summary should include target audience, objectives and any documented results.

### **Research**

Research that provides a meaningful contribution to an organization's public relations program. Sample of the research methodology and results should be included in the entry, along with a one-page summary.

### **Social Mediums**

This category includes social media, mobile applications, games or other new media engagement. Submit one copy of the piece along with a one-page summary.

### **Speeches**

Submit text of the speech along with one-page summary. Summary should include information on audience, purpose of speech and any documented results.

### **Innovative Tactics**

New or innovative tactic or approach used as part of a public relations program. Documentation of how the tactic contributed to the results should be included in the one-page summary.

## **QUESTIONS?**

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