

The Canadian Public Relations Society Awards of Excellence 2019

CPRS Awards of Excellence recognize outstanding public relations and communications management campaigns, internal and external programs and tactics. Enter as an opportunity to showcase your best work, stand out among your peers and put your personal stamp on the public relations profession.

The Awards of Excellence recognize outstanding achievement in a comprehensive public relations project or program. They are awarded in **17** categories. Awards are not given in categories for which judges determine entries do not merit them.

The most important reason to submit one's work is to learn and grow as a public relations professional. Even winning submissions include judges' feedback that can provide additional insights for future projects.

Finalists in each category will be notified by email late April 2019, and will be posted online at www.cprs.ca. The Award of Excellence winners will be announced on Monday, June 3, 2019, at the Awards Ceremony in Edmonton.

Awards of Excellence Entry Guidelines

- All entries and supporting materials must be submitted digitally online.
- Each submission must have been planned, produced and completed within a period of two years prior to the entry deadline. A project may have been started prior to the previous two years, however, the evaluation/completion of the project must have been within the last two years.
- A communication project or program can only be entered in a maximum of two categories.
- **Cover Page** should include the name of the organization/client, name of the agency (if any), campaign title and award category.
- **Three-Page Summary**: A summary no longer than three pages must be uploaded with the cover page as a PDF. Using the R-A-C-E formula as your outline, the summary must include a brief description of the following areas: research; analysis, planning and, strategy; communication, execution and production; and evaluation and measurement. The Three-page summary should be typed using **no smaller than a 10-point typeface** and one-inch margins.

- **Supporting Materials:** Entrants will be instructed to upload **three separate PDFs (no more than 50 pages each with a maximum size of 10MB)** of any detailed supporting materials referenced in the research; analysis, planning and, strategy; communication, execution and production; and evaluation and measurement sections of your three-page summary.
- By entering the Awards of Excellence, all submitters confirm that their programs and projects meet any standards set out in the CPRS Code of Professional Standards.
- All entries become the property of CPRS. The decision of the judges are final.

2019 Awards of Excellence Categories

COMMUNICATION PROGRAMS

1. CANADIAN EXTERNAL COMMUNICATIONS CAMPAIGN OF THE YEAR

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. The External Communications categories include:

a) Canadian Marketing Communications Campaign of the Year

Programs that integrate public relations, marketing and advertising strategies to help market products, services or places to external audiences.

b) Canadian Community Relations Campaign of the Year

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

c) Canadian Advocacy and Social Marketing Campaign of the Year

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/and or the environment. Entries may include economic revitalization projects and cause-related issues in cultural preservation, education, literacy, health, poverty reduction, employment, the environment, and corporate social responsibility.

d) Canadian Media Relations Agency Campaign of the Year

Media relations programs 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 created by an agency.

e) Canadian Media Relations Non-Agency Campaign of the Year

Media relations programs 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 created by non-agency (private sector corporation, not-for-profit-governmental and government).

f) Canadian Issues/Crisis Management Campaign of the Year

Communication programs that demonstrate proactive planning and preventative action during an extraordinary event. Also, communication programs that show actions taken to address trends, issues and interest group attitudes with major impact on an organization.

g) Canadian Government Relations Campaign of the Year

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.

h) Canadian Health Care Campaign of the Year

In complex health care environments, effective communications initiatives can impact patient safety, quality of care and patient satisfaction. This award recognizes excellence in health communications, public relations and engagement. The Campaign must demonstrate a connection to a health care issue or communication need. The award is open to CPRS Health Care Academy members working in, or for, organizations that deliver direct care or health planning services across Canada.

i) Digital Communications Campaign of the Year

A digital communications program that successfully engages with target audiences to create engaged communities, launch/raise awareness of products or manage issues and/or crisis communications.

2. CANADIAN INTERNAL COMMUNICATIONS CAMPAIGN OF THE YEAR

Programs focusing on internal audiences, such as employees, members, volunteers or franchisees. Such programs should aim at improving relationships between employees and management; a better understanding of the organization's strategic plan and the importance of their role therein, or both. Such programs can also aim at rallying personnel around the strategic planning or improving employee/management morale, motivation and interest towards the organization. Finally, these programs should focus on explaining new policies or new projects.

COMMUNICATION PROJECTS

Awards within this category honour excellence in **the strategic development** of materials and individual public relations products that advance the goals and objectives of an overall public relations program. Special emphasis should be placed on the relevance of the initiative to the public relations objectives.

a) Best Special Events Projects

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

b) Best Multi-Media Projects

Communications projects that utilize a range of one or more multi-media tactics to achieve an organization's communication objectives including but not limited to video, video news releases, audio only, podcasting, CD ROMs, or computer generated slide presentations developed for internal or external target audiences.

c) Best Digital and Social Media Projects

A communications project using electronic and social media to achieve an organization's communications objectives including but not limited to websites, intranet sites, blogs, webcasts, on-line productions, discussion boards, Facebook and Twitter. The summary should include a rationale for the use of electronic and social media, targeted audiences and statistics or other means of quantifiable measurement that meet stated objectives. Screen downloads of the medium being entered as well as the URL must be submitted as part of the entry. One award each for internal and external audiences.

d) Best Writing Projects

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. Each award will be judged based on the quality of writing as well as creativity and strategic alignment with their organization's business goals.

e) Best Internal Publications (print or electronic)

For audiences in-house: staff, executives, volunteers. Submit three consecutive issues of your high frequency, low cost, primarily text-oriented newsletter. Judges will look for clear, concise, readable copy that exhibits high editorial standards; effective use of colour or graphics; and an overall creative presentation.

f) Best External Publications (print or electronic)

Printed or electronic material developed for external target audiences such as newspaper inserts, brochures, promotional campaigns, posters, or magazines. Judges will look for clear, concise, readable copy that exhibits high editorial standards; effective use of colour or graphics; and an overall creative presentation.

g) Best Annual Report (print or electronic)

Judges will look for clear, concise and imaginative writing, and creative graphics. Judges will consider suitability of photographs or illustration to overall presentation, clarity of presentation for financial and statistical materials, and effective use of colour.

Tips for Preparing your Awards of Excellence Entry

The three-page summary is the most important component of the Awards of Excellence entry. Judges evaluate the submission based on the R-A-C-E formula (Research, Analysis, Communications and Evaluation).

Use the following questions to help you prepare a strong entry:

Research and Analysis

- What methods/strategies/tools were implemented for your research and analysis of the campaign?
- Identify what kind of research you use – primary, secondary or both? Primary research involves original research, including focus groups, interviews, data and analytics software and surveys. Secondary research involves search existing resources for information or data related to a particular need, strategy or goal (e.g., Web-based research, library searches, industry reports and internal market analyses)
- What your analysis told you about the communications program's goals and objectives?

Communications (Planning and Implementation)

- How was the plan executed, and what was the outcome?
- Was the plan innovative/creative?
- How well does the communication tools support the strategy?
- Who were the target audiences?
- What were the key tactics?
- What was your budget? **If you are not able to provide exact figures (e.g. for confidentiality reasons) we suggest that you speak in broader terms on how the budget was applied to the program. You can provide percentages or fractions.**

Evaluation and Measurement

- What methods of evaluation were used?
Note: *The use of CPRS' Media Relations Rating Points (MRP)[®] system for the evaluation of media relations activities is encouraged. However, programs that do not use the MRP[®] system must include an evaluation in addition to total stories generated, such as story tone and/or delivery of key messages and/or evaluation against program objectives, etc.*
- What were your results?
- How did the results compare to the specific, measurable objectives you identified in the planning section?
- How evaluation and measurement were factored in all stages?

Entry Deadlines and Fees

Deadline: Monday, February 25, 2019 at midnight

The entry fee of \$295 for CPRS members and \$595 for nonmembers will be charged for entry on or before the deadline. A \$50 discount will be provided to members who have entered a submission to a local CPRS Society Award. For the discount code, please contact admin@cprs.ca.

Late Deadline: Friday, March 1, 2019 at midnight

Entries received after the deadline will incur a \$100 late fee per entry and must be submitted no later than Friday, March 1, 2019.

Need Help Preparing your Entry?

Visit the [Awards page](#) of the CPRS website:

- Visit the [CPRS National Resource Library](#) for past winning entries
- Email us at admin@cprs.ca. We will answer your questions or connect you with someone who can provide further guidance on preparing your entry.