



Central PA Chapter

Central PA PRSA Keystone Awards How to Prepare a Strong Entry

Each entry should include the following information:

- A brief summary of your entry – *this information will be used when describing your entry at the awards luncheon*
- A high-resolution company logo
- Support documentation you would like to include in your submission
- A two-page summary outlining the research, planning, execution and evaluation detailed below:

RESEARCH (15 points)

Identify the PR problem(s) and/or opportunity(ies) your program or tactic is designed to address, using formal or informal research methodologies.

Tips: If you did not conduct research because of time or budget constraints, explain this in your summary, and include the research you would have done in a “perfect world.” Sometimes research was conducted through other programs, projects, or avenues and that information is relevant to your entry submission.

PLANNING (15 points)

- Identify primary and secondary audiences and list them in order of importance
- State primary PR goal with specific, measurable objectives and the strategies to accomplish those objectives
- List resources available (and limitations) for budget, time and personnel

Tips: Don’t overlook budget, even if there were no hard costs for your PR program. Staff time should also be considered when identifying the costs of execution. Also, judges want to see “SMART” objectives (specific, measurable, achievable, realistic and timely.)

EXECUTION (30 points)

Describe the PR tactics used to support the strategies and meet the outlined objectives. Describe any difficulties encountered in terms of budget, time, personnel and how you overcame them.

Tips: Judges are looking for creative tactics that were well implemented and appropriate to the audiences.

EVALUATION (15 points)

Demonstrate how the program or tactic met or exceeded its original, measurable objectives. Utilize quantifiable measurement methods whenever possible. Outcomes can be measured using a variety of techniques such as surveys, attendance at events, informal feedback or correspondence from the audience, news coverage, etc.

Tips: Tie the results back into the objectives you previously stated. If you did not meet your objectives, explain what you could have done differently.

SUPPORT MATERIALS (25 points) – Please no more than five of the best support materials submitted.

Entries should include support materials that illustrate the campaign or tactic, such as work samples, photos, news clippings, audio or video files, PDFs of collateral, research examples, etc. Can also be provided via link(s) in summary document, or as a one-page document containing links to supporting materials.

RESOURCES

- Find out more about the Keystone Award categories here: <https://prsacp.org/keystone-categories/>
 - Follow “Central Pennsylvania PRSA” on Facebook and “PRSA Central PA” on LinkedIn
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Central PA PRSA Keystone Awards General Information Guide

WHAT IS THE CENTRAL PA PRSA KEYSTONE AWARDS PROGRAM?

The Central PA PRSA Keystone Awards Program is an opportunity for professionals to enter their best work to be evaluated far beyond their typical boss, client, company, or professor. Earning a Keystone award, shows yourself, your leadership, your clients and more that you are a distinguished and recognized professional. By entering you will receive insightful feedback to improve future work and/or relish in great feedback by public relations professionals. Either way, Central PA PRSA hosts an annual luncheon to celebrate the award-winning public relations campaigns being produced right here in our backyards and showcase the best practices local professionals have harnessed in their work.

There are 22 categories to choose from and you can enter more than one project. However, each entry must have been completed or produced within the last year. Additionally, there are individual award categories available to enter. You can find all categories outlined below:

WHAT ARE THE 22 CATEGORIES?

- Written Communications Piece
- News Release/Public Service Announcement
- Newsletters
- Magazines or Periodicals
- Brochure
- Annual Report
- Media/Press Kit or Online Newsroom
- Media Relations/Media Placement
- Marketing Communications Program
- Overall Public Relations Program
- Multicultural Communications Program
- Government/Public Affairs Program
- Corporate Branding
- Creative Communication
- Crisis Communications
- Internal Communications
- Website
- Digital Public Relations
- Video Communication
- Special Events and Observances
- Community Relations
- Student Project

INDIVIDUAL AWARD CATEGORIES

- CEO Communicator of the Year
- Executive Director (Nonprofit) Communicator of the Year
- Elected Official Communicator of the Year
- Public Relations New Professional of the Year
- Leuschner Award

COST TO ENTER

Central PA PRSA Members \$75 first entry, \$70 each additional entry

Non-members, \$80 first entry, \$75 each additional entry

Students, free for student project category

RESOURCES

- Find out more about the Keystone Award categories, tips to enter, due dates and details for upcoming events, please visit our website at: www.PRSAcp.org/awards
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