

# Totem Awards 2019/2020

Entries are accepted online at <http://prsapugetsound.secure-awards.com>.

## General Guidelines

The Totem Awards honor the best work of communications professionals in Washington state and are sponsored annually by the Puget Sound Chapter of the Public Relations Society of America. Totem Awards recognize professional excellence and ingenuity in more than 20 categories, covering both public relations components and programs.

In addition to the individual category awards, special accolades include the Best of Show, Young Professional Award and the President's Choice Award, to be selected from a field of Totem Award winning finalists by a panel of the current and/or past PRSA Puget Sound presidents. The public relations landscape and toolkit are always evolving and the Totem Awards will showcase those tactics and programs that should be emulated.

## Eligibility

The Totem Awards competition is open to all public relations and marketing professionals in the region, PRSA members and nonmembers alike. Work entered in the Program Category may span both 2018 and 2019 to allow time for evaluation and demonstration of measurable results. The bulk of the work for the Component Category entries must have been completed during calendar year 2019 (exceptions may be granted in advance at the discretion of the Totem Awards committee). Entries submitted in previous years may not be submitted again.

## Entry Deadline

Entries **must be completed online by 5 p.m. Friday, Nov. 22, 2019**. Entries are accepted online at <http://prsapugetsound.secure-awards.com>.

## Judging Criteria

Each entry will be reviewed and scored by at least two judges from another PRSA chapter. If judging scores vary by more than 12 points, a third judge will be brought in and the lowest score will be dropped. The research and evaluation portions of the entries are judged first. Entrants are encouraged to describe the research and evaluation phases as fully as possible to earn the score their work deserves. Each entry is judged on its own merits. You're competing only against yourself, except in the top award categories. There can be multiple Totem Awards and multiple Certificates of Excellence awarded in each category - or none.

## Point System for Judging

Entries in both the Program Category and Component Category are scored on a point system with a maximum of 100 points. For more details on how entries are scored, see the judging score sheet/program categories at <http://www.prsapugetsound.org>.

## Program Category

Program Category entries are judged on the basis of research, planning, execution and evaluation, as presented in the PRSA universal accreditation program.

Points are awarded as follows:

- 20 points for research
- 30 points for planning
- 20 points for execution
- 30 points for evaluation

## Component Category

Component Category entries are judged on the basis of research/planning, implementation/execution and evaluation. Public Relations Components are individual program tactics that will be judged primarily on effectiveness in supporting a program goal or communicating a program message.

Points are awarded as follows,

- 25 points for research/planning
- 50 points for implementation/execution
- 25 points for evaluation

## Planning for your entry

Be sure to carefully select the most appropriate category for your entry. Keep in mind:

- Identical entries may be entered in one category only. However, if you have entered a program category, a component of that program can be entered individually in the Component Category with its own distinct two-page summary.
- The number of entrants per category does not affect judging. Each entry is judged on its own merits.
- If judges feel an entry is submitted in the wrong category, they may move your entry into the proper category with no penalties.
- If your entry does not meet the timeline requirements (listed under eligibility) it will be disqualified and refunds will not be given. If you have questions, please contact the Totem Awards Committee first.
- To aid you in preparing your entry, see <http://www.prsapugetsound.org> for Totem Awards entry tips, two-page summary samples, judging score sheets, and more.

## Preparing your entry

Entries are accepted online at <http://prsapugetsound.secure-awards.com> and are **due Friday, Nov. 22 by 5 p.m.**

The following items are required for a complete Totem Award submission:

- Entry form (online)
- Entry fee (online or sent by check)
- Two-page summary
- Supporting materials (i.e. plans, research, audits, photos, graphics, spreadsheets, news releases, etc.)
- Submitted on time (no late submissions will be accepted)!

## Two-page Summary

- Summaries may be no longer than two typed pages in no smaller than 10-point type.
- You will be automatically disqualified, and your entry fee forfeited, for any summary of more than two pages or type smaller than 10 point.
- Summaries should address research, planning, execution and evaluation.
- The two-page summary is one of the most important elements to aid the judges in evaluating the merits of your work.

## Entry Fees

- Online Entries Only: PRSA Puget Sound Chapter Members \$110; Non Chapter Members: \$150.
- Credit card payment is accepted and preferred with your online entry (<http://prsapugetsound.secure-awards.com>). Checks should be mailed to DLT Services, 19540 International Blvd., Suite 105, SeaTac, WA 98188-5474. Please make checks payable to PRSA Puget Sound.

## Questions About Your Entry?

Please e-mail questions to Jennifer Olegario or contact her at (206) 979-9180; however, e-mail is preferred and typically the fastest way to have your questions addressed.

## Awards Gala

Celebrate with friends and colleagues and take home your Totem at the Totem Awards Gala in March 2020. The celebration location and date will be announced when award winners are notified in early 2020.

# CATEGORIES

## PUBLIC RELATIONS COMPONENTS

Each entry must include an entry summary of no more than two typed pages, at 10-point type or larger (entries with summaries longer than two pages will be disqualified) and supporting materials. Be sure to include these elements:

- Research/Planning— include details on the situation and research
- Implementation/Execution— include information about the budget, challenges/solutions, evidence of strong project management and quality of piece
- Evaluation/Effectiveness— whether objective was met, use of resources, quantifiable results

## Writing

An original single article, speech or series.

- a. Scripts
- b. Editorials/Op-Ed Columns
- c. Technical Writing
- d. Speech Writing (submit final in author's name)
- e. Feature Writing
- f. Other

## Internal Publications

For periodicals, submit three consecutive issues. Includes printed or electronic versions.

- a. Magazines
- b. Newsletters
- c. Handbooks/Manuals
- d. Other

## External Publications

For periodicals, submit three consecutive issues. Includes printed or electronic versions.

- a. Magazines
- b. Newsletters
- c. Other

## Special publications

One-time components published for a special audience, event or purpose. Includes printed or electronic versions.

- a. Brochures
- b. Direct Mail
- c. Advertising
- d. Posters
- e. Books
- f. Other

## Visual Presentation

- a. Videos
- b. Audio/Visual Presentations (PowerPoint, Webisodes, etc.)
- c. Photography
- d. Graphic Illustration
- c. Other

## Digital Media

- a. Websites
- b. Social Media
- c. Mobile Technology/Apps
- d. Other

## Media Relations

- a. News Releases
- b. Pitches
- c. Bylined Articles
- d. Media Kits
- e. Public Service Announcements
- f. Other

## Multicultural Communications

Any public relations component targeting multicultural groups.

## Annual Reports

For external or internal audiences reporting on the previous year's activities.

## Communications Audits

## Communications Plans

## PUBLIC RELATIONS PROGRAMS

Each entry must include an entry summary of no more than two typed pages, at 10-point type or larger (entries with summaries longer than two pages will be disqualified) and supporting materials. Be sure to include these elements:

- Research/Planning—situation and research
- Implementation/Execution—budget, challenges/solutions, evidence of strong project management and quality of piece
- Evaluation/Effectiveness—whether objective was met, use of resources, quantifiable results

## Community Relations

To enhance relationships, improve cooperation, and advance an objective in a community. "Community" in this category refers to a specific geographic location or locations. Campaigns designed to promote products should be entered in the Marketing Communications category.

## Institutional Programs

To affect an organization's stature, reputation or relationship(s) with its publics or key elements of its publics.

## Special Events and Observances

To observe/promote commemorations, openings, national or local observances, celebrations and other events.

## Public Service

To advance public understanding of a social issue, problem, or concern where the principal motivation of the sponsoring organization is altruistic or philanthropic. (Includes PSAs if they are the essence of the program. Stand-alone PSAs can be entered in Media Relations Components.)

## Public Affairs

To influence public policy and/or affect legislation, regulations, political activities or candidacies at the local, state or federal government level, so that it benefits the entity funding the program.

## Marketing Communications

To publicize or promote new or established products.

## Global Public Relations

Any type of program designed to improve relations with countries or publics outside of the United States.

## Crisis Communications

To deal with or prepare for disasters, crises, or emergencies.

## Internal Communications

To promote internal efficiency through communications or to affect relations with employees.

## Investor Relations

To improve relations with shareholders, advisors and financial investors.

## Multicultural Public Relations

To specifically target cultural groups (any type of program, i.e. institutional, marketing or community relations).

## Reputation/Brand Management

To manage and improve relationships with the brand and its publics.

## Pro Bono Project

Public relations program or campaign developed and executed at no charge on behalf of a cause or charity, including a one-time special event.

## THE BEST OF THE BEST

Think you've got the goods to be the best of the best? Entrants may also be eligible for the following awards:

### Best of Show Award

The Best of Show winner, chosen by the PRSA chapter judging the Totem Awards, is drawn from a field of top entries submitted in the Public Relations Programs categories. The Best of Show winner exemplifies the best in public relations programs and are an example for the profession.

## Young Professional Award

The Young Professional Award, selected by the PRSA chapter judging the Totem Awards, is given to a professional with three or fewer years of experience whose performance has taken him or her to the highest level of professionalism on an entry submitted in the Public Relations Programs categories. All young professionals are eligible for this award providing they were the lead person on the project submitted. Please note your young professional eligibility on your entry form.

## President's Choice Award

The President's Choice Award will be selected from a field of Totem Award winning finalists by a panel of the current and/or past presidents of the PRSA Puget Sound Chapter. It will honor one of the Totem Award entries that excelled despite difficult circumstances. Was your deadline pushed up by a client, causing you to re-work your whole campaign and still pull it off successfully? Did your campaign garner six-course results on a fast food budget? Or was your successful campaign for that multi-million dollar corporation completed solely by you? If you believe that your campaign qualifies for this award, please include an explanation as to why you are eligible in 50 words or less, along with your entry, and note your application on your entry form.