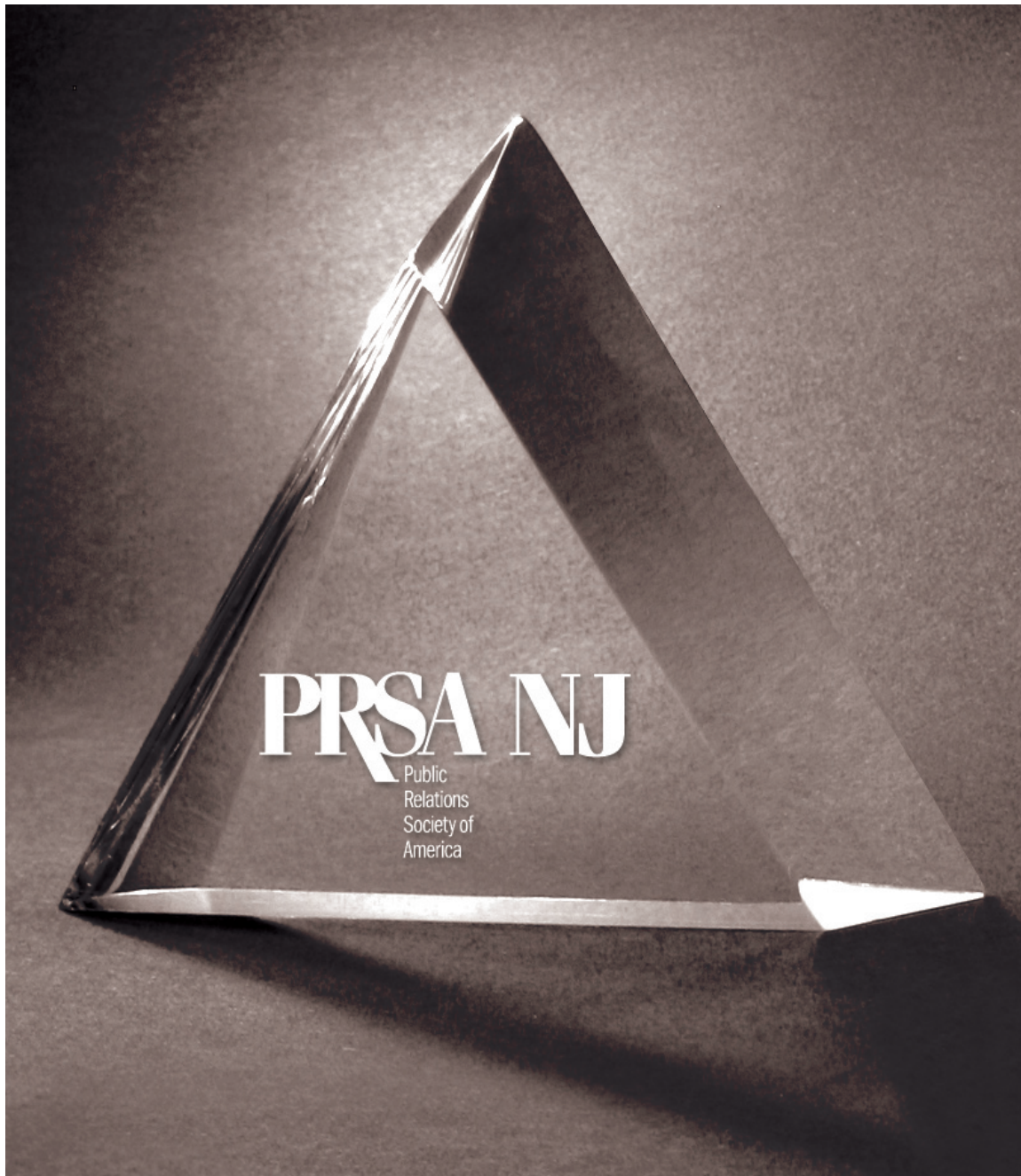


2011

Pyramid Awards



Purpose

PRSA NJ established the Pyramid Awards in 1989 to recognize excellence in public relations and communications in New Jersey.

Eligibility

Competition is open to all public relations professionals in New Jersey who implemented or completed qualifying public relations campaigns or single items in calendar year 2010. Competition is also open to agencies and consultants outside New Jersey who completed projects for New Jersey-based clients in New Jersey. Companies are welcome to submit the same entries for the Pyramid Awards as submitted for National PRSA's Silver and Bronze Anvil Awards.

Judging

A panel of public relations professionals will serve as judges. Entries will be evaluated on research, planning, execution and demonstrated results, as well as the effective use of budgets and resources. Judges may award multiple winners in any category as deemed appropriate. Judges reserve the right not to designate a winner in a category if no entries of award-winning caliber are submitted.

Notification

All entrants will be notified as to the disposition of their entries. Notification will occur immediately after judging.

Awards Banquet

The 2011 Pyramid Awards will be presented at the annual awards banquet to be held on June 15th, 2011 at the Basking Ridge Country Club in Basking Ridge, New Jersey.

Entry Fees

- Chapter Members - \$95 (per entry)
- Non-members - \$120 (per entry)

Participants may submit as many entries as they wish.

Combined Entry & Membership

Non-members who are eligible for local chapter membership will receive the member discount if they apply for membership when submitting an entry. Combined entry and NJ chapter membership is \$155 (in addition to National PRSA dues. Fees for additional entries are \$95 each. Please make checks payable to PRSA NJ and enclose with entry.

Entering the Right Division and Category

An entry may be submitted in only one category, either in the single-item division or the campaign division. Single items that are part of a campaign may also be entered independently in one category of the single-item division. A second fee will be required. Judges reserve the right to reassign an entry to another category.

All entries in this division must have been created or substantially revised in 2010.

For specific clarification of the rules, contact Loren Waldron at 201-964-2393 or lwaldron@mww.com.

Send Completed Entries to:

Ann Fody
PRSA NJ
One Scenic Drive, Suite 1405
Highlands, NJ 07732
732-291-0168

Campaign Division

A. Community Relations

Programs that improve or maintain an organization's community relationships or image.

B. Financial/Investor Relations

Programs that enhance an employer's or client's financial standing, inform and attract shareholders, or otherwise favorably influence the financial community toward the employer/client.

C. Internal Communications

Programs that enhance an organization's relationships with employees or shareholders and/or improve recruitment programs.

D. Marketing Communications

Programs that publicize and promote products, services, or ideas.

- medical and healthcare-related products, services or ideas
- all other products, services or ideas

E. Crisis Communications

Programs that were implemented as the result of a crisis, or communications plans that were developed in anticipation of one.

F. Public/Governmental Affairs

Programs that create or enhance public/government awareness, and/or support a social, political, economic, environmental, or other public concern.

G. Special Events

An event or series of events that draws attention to an organization, products, services, or a commemorative occasion.

H. PR on a Shoestring Budget

Programs that were conducted with limited funds/budget. While "shoestring" is subjective, winners in this category are those who have done more with less and yielded outstanding results.

I. Multicultural/ Diversity Communications

Programs that were designed to reach multicultural or diverse audience groups, or to promote diversity.

J. Media Relations

- Programs targeted toward news/consumer media to promote consumer products, services, issues or advocacy.
- Programs targeted toward news/trade media to promote business-to-business products, services, issues or advocacy.

K. Special Programs

Includes unique programs that cannot be classified in any of the above categories, or that encompass more than one category.

L. Digital Communication/ Social Media

Programs that utilize new media as their primary source of outreach to generate awareness, influence behavior and allow individuals and groups to collaborate and share knowledge and experiences online.

NOTE: Each of the following categories will be divided into campaigns with budgets of less than \$50,000 and those with budgets of \$50,000 or more.

Excellence Awards

PRSA NJ is now accepting nominations for the **2011 PR Professional of the Year**, **Future PR Professional of the Year** and the **PRSA NJ Award for Excellence**. Awards will be presented at the annual awards banquet at the Basking Ridge Country Club. There is no entry fee for these awards. Essays should be sent to the Pyramid Awards entry submission address by April 8, 2011. Award winners will be determined by the PRSA NJ Board of Directors.

PRSA NJ Future PR Professional of the Year

Sponsored by Prudential

Presented by Prudential in honor of Joseph A. Vecchione, APR, Fellow PRSA, PRSA NJ will honor one student studying public relations communications at a New Jersey college/university. To qualify, students must write an essay on one of two topics. Please visit www.prsanj.org for essay topics or contact Loren Waldron at 201-964-2393 or lwaldron@mww.com.

PRSA NJ Award for Excellence

The Award for Excellence honors a corporation and/or non-profit organization for its contributions to the public relations profession. Nomination essays should be limited to two printed pages, and include concrete examples of exceptional performance.

- Is the organization an active supporter of its public relations function?
- Does management constantly strive to support the community through sound public relations practices?
- Is the public relations staff encouraged to perform pro-bono work for charities, civic or community organizations?
- Does the organization contribute to the overall advancement and respect for the public relations profession through adherence to the highest ethical and professional standards?
- Did the organization contribute to professional development of its PR staff by supporting training, accreditation or activity in professional societies?

PR Professional of the Year

Sponsored by PR Newswire

Nomination essays should be limited to two printed pages, and include concrete examples of exceptional performance. Nominees do not have to be a member of PRSA NJ or be APR certified, but must:

- have a strong record of measurable public relations success
- practice public relations or integrated marketing communication in New Jersey
- exhibit the highest standards of public relations ethics
- serve as a role model to their staff and practitioners entering the field
- have at least five years of public relations experience



Legalities: All entries become property of the New Jersey Chapter of PRSA, and will not be returned unless return postage is included with a written request. All entries are subject to rules of the Pyramid Awards as stated in this call for entries. All judging decisions, including qualifications and categories, are final.

Single-Item Division

M. Annual Reports

N. Brochures & Presentation/ Media Kits

O. Feature or News Articles, Op-Eds

P. Newsletters/Magazines (print)

Q. Special Publications

R. Speeches

S. Digital or Interactive Technology (websites, electronic newsletters)

T. Public Service Announcements (print or broadcast, excluding paid advertising)

U. Video Communications (broadcast or non-broadcast)

Entry Preparation

A concise printed summary must accompany each entry (maximum two single-spaced 8-1/2" x 11" pages, in a font no smaller than 10 point). The summary must outline the scope of the program, including:

Research and Analysis

The problem or opportunity, any contributing factors and background considerations.

Planning

Objectives used in budgeting, program strategy and measurement.

Execution

Techniques used and any difficulties encountered in achieving the program's objectives.

Results

A statement as to whether objectives were met and how effectiveness was measured.

Entries for the single-item division should also include the item itself.

ENTRY REQUIREMENTS:

- Entry must fit in one 9" x 12" binder.
- Include contact names, telephone numbers and e-mail addresses of all organizations/ individuals involved in creating the entry.
- Videos must be submitted on DVD or flash drive.
- All materials must be labeled with entrant's name, organization and category.
- **All entries must be accompanied by a 100-word summary preferably on CD or flash drive, for use in the banquet program.**

IMPORTANT: Please include two printed copies of the two-page entry, two printed copies of the completed entry form and your 100 word summary on CD or flash drive.

Please note: Additional supporting materials may be included but judges will rely primarily on the four-point summary.

ENTRY FORM

Campaign Division Category: _____

Budget, including out of pocket and professional fees (check one):

less than \$50,000 \$50,000 or more

Single-Item Division Category: _____

Entry Title: _____

Name of organization for which
the program was conducted _____

Address _____

City _____ State _____ Zip _____

Phone _____ email _____

Person submitting entry _____

Title _____ Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ email _____

PRSA NJ membership status (check one):

Member _____ Non-Member _____ Combined Entry/Membership _____

YES NO Please check here to grant permission to PRSA NJ to share your entry with college-level public relations programs in NJ to further our commitment to PRSSA students and future PR professionals

I agree to the instructions and understand that my entry may be used at the discretion of PRSA NJ

Signature of Entrant _____

BY CHECK:

Enclosed is my check for \$ _____

Member, \$95/entry • Non-member, \$120/entry • Combined Entry & Membership, \$155

(For multiple entries, send photocopies of this form, but only one check)

BY CREDIT CARD:

Credit Card Type: (circle one) Visa MasterCard Amex

Name on Card: _____

Credit Card Number: _____

Exp Date: _____ 3-digit Security Code: _____

BY PAY PAL: Log on to www.prsanj.org and secure payment via Pay Pal.

Check here if paid by Pay Pal

IMPORTANT: Label each enclosure with your name, organization and entry category.

Please include two copies of this form, your 100 word campaign summary on CD or flash drive and two printed copies of the two-page entry summary.