



2012 Cumbre Awards CALL FOR ENTRIES

The New Mexico Chapter of the Public Relations Society of America (PRSA) invites New Mexico communications professionals to enter their best work in the 2012 Cumbre Awards competition. The Cumbre Awards represent the highest recognition one can receive – recognition by one’s peers.

The Cumbre Awards competition is held in two categories: **Public Relations Campaigns** and **Public Relations Tactics**. Each category has specific entry criteria. Entrants are not required to be PRSA members. Questions may be directed to Judging Chair, Susan Bradley (505) 830-2224 or e-mail susan@marketingsolutionsnm.com.

CUMBRES AWARDS PRESENTATION

The awards presentation will take place at the Cumbre Awards to be held June 8, 2012.

ENTRY JUDGING

The 2012 Cumbre Awards entries will be judged by 3 members of PRSA Chapters from around the southwest. Awards are given at the judges’ discretion and may not be given in every category.

ENTRY FEES

<u>CATEGORY</u>	<u>MEMBER FEE</u>	<u>NON-MEMBER FEE</u>	<u>STUDENT FEE (PRSSA MEMBER)</u>
<i>Campaign</i>	\$50	\$70	\$30
<i>Tactic</i>	\$35	\$55	\$20

Please note that entries without fees will not be accepted. One check may be used to cover total fees for multiple entries as long as all entries are submitted at the same time.

ENTRY DEADLINES

The deadline to submit entries is **Friday, February 24, 2012 at 4:00 p.m.**

Entries may be delivered in person or mailed to:

Susan Bradley, 2012 Cumbre Awards Judging Chair
Marketing Solutions
9426 Indian School Road N.E., Suite #2
Albuquerque, NM 87112

(on Indian School between Eubank and Wyoming just east of Moon)

Late entries will be accepted until **Monday, February 27, 2012 at 4:00 p.m.** for an additional late fee of \$10 *per entry* payable upon submission. Absolutely no entries will be accepted after this deadline.

Join the Committee

Please consider joining the Cumbre Award Committee to assist with overall planning and event coordination. If you are interested, please contact Joan Griffin, 2012 Cumbre Chair.

Joan Griffin
jgriffin@griffinassoc.com
(505) 764-4444

Sponsor the Awards

If your organization is interested in sponsorship opportunities for the 2012 Cumbre Awards, please contact Joan Griffin, at (505) 764-4444 or by email at jgriffin@griffinassoc.com.

Contribute to the Silent Auction

If your organization would like to contribute to the silent auction, please contact Silent Auction Chair Megan Mayo at (505) 222-4349 or by email at mayo@itsatrip.org.

Nominate a Peer

To nominate a PRSA member for the Vista Award for Lifetime Achievement or the Ted B. Sherwin Member of the Year Award, please contact Sam Giammo, APR at sgiammo@comcast.net for nomination criteria. Nomination deadline is Friday, March 9, 2012.

2012 CUMBRE AWARDS TALLY SHEET

One form may be submitted for total number of 2012 Cumbre Entries.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

E-Mail: _____

Are you a current PRSA Member? Yes No or Are you a Student PRSSA Member? Yes
(Only current members may enter at the member rate.)

CATEGORY	MEMBER FEE	NON-MEMBER FEE	STUDENT PRSSA FEE
Campaign	\$50	\$70	\$30
Tactic	\$35	\$55	\$20

Total number of entries, Campaigns: _____ x Fee \$ _____ = Total \$ _____

Total number of entries, Tactics: _____ x Fee \$ _____ = Total \$ _____

Total Late Fees \$ _____

Total Fees \$ _____

Payment Type:

Check Enclosed (make payable to NMPRSA)

Credit Card (Information may be given at the entry drop off site. If you prefer to mail your entry, please complete the information below)

Name on card

Type of card: Visa MasterCard American Express

Card Number

Expiration Date

Signature

(security code: AmEx only)

Questions?

For more information about submitting your Cumbre entries, please contact
2012 Cumbre Judging Chair Susan Bradley at (505) 830-2224 or susan@marketingsolutionsnmm.com

NMPRSA 2012 CUMBRE AWARDS ENTRY FORM

Please include this form with each entry: Category (Check One): Campaign Tactic

Category Number/Name: _____

Title of Entry: _____

Name of organization for which the program was conducted:

Person authorized to submit the entry: (Only current members may enter at the member rate.)

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

E-Mail: _____

Please DO NOT DISPLAY this entry

DVD or CD is enclosed

If this entry earns an award, please print certificate as follows: **(Please print legibly)**

Individual Name (if any)

Organization

And additional certificates for:

Individual Name (if any)

Organization

Individual Name (if any)

Organization

Individual Name (if any)

Organization

Note: Please attach a copy of each completed Entry Form to your Tally Sheet. The original should be included inside each entry.

CUMBRE PUBLIC RELATIONS CAMPAIGN AWARDS

The Cumbre Public Relations Campaign Awards are given for outstanding achievement in a comprehensive public relations campaign. The entry should consist of more than one communication tool, program, or component and must include planning and evaluation activities. Guidelines are similar to those for PRSA's prestigious Silver Anvil Awards. The Cumbre Best of Show Campaign winner will receive the award in recognition of outstanding accomplishment in a public relations campaign.

ENTRY GUIDELINES: CAMPAIGNS

Entries must have been sufficiently completed between January 1, 2011 and December 31, 2011 to be appropriately evaluated. The Cumbre Campaign Awards recognize complete campaigns that incorporate sound research, planning, execution and evaluation. They must meet the highest standards of performance in the profession. A completed campaign with quantifiable evaluation is more likely to win than a campaign in progress.

Each entry may be submitted in only one category and must be accompanied by a two-page comprehensive summary (typed with one-inch margins and a font size of at least 10-point). Your summary should begin with a brief situational analysis for your program. The summary is the single most important component of the entry and should include:

- Research – primary or secondary
- Planning - general objectives; publics and how they were identified; timetable; budget and how it was used
- Execution
- Evaluation

Entrant must have been involved in planning, managing and implementing the project. The entry must have been created by, or commissioned by, the entrant. It may not be a packaged program purchased from, or provided by, an outside source. If the entry is the local coordination of a national program, entrants must specify which elements are from the national source and which elements are locally produced. Only the locally produced portions will be considered for evaluation.

Each entry must be submitted in one, stiff spine, hard cover, three-ring binder not to exceed three inches thick. Binder may include supporting documentation and materials that demonstrate the campaign's research, planning, timetable, budget, or execution.

Entries must include a cover sheet affixed to the front of the binder with the following information: "New Mexico PRSA Cumbre Campaign Award Entry," category name, category number, entry title and organization it was submitted by. An entry form must be the first page; page two must be the entry summary. Please note that entries will be marked down if submission guidelines are not followed.

JUDGING & SCORING CRITERIA: CAMPAIGNS

Judging will be based on clearly stated objectives, creativity and judgment applied in selecting strategies and techniques; the relationship of the program plan to research and objectives; effective use of budget; implementation; quality of material produced; degree to which the campaign met its objectives; and the efforts undertaken to identify, analyze and quantify results.

The scoring summary is as follows:

Research – 10 Points

- What prompted the research? Was it in response to an existing program, or does it examine a potential problem?
- What type of research did you use – primary, secondary or both?
- How was the research relevant to shaping the planning process?
- How did the research help define or redefine the audience(s) or the situation?

Planning – 25 Points

- How did the plan correlate to the research findings?
- What was the plan in general terms?
- What were the specific, measurable objectives of the plan?
- Who were the target audience(s)?
- What was the overall strategy used?
- What was your budget?

Execution – 50 points

- Who was the plan executed and what was the outcome?
- How did the activities flow in general terms?
- What were they key tactics?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved?
- Were nontraditional public relations tactics used, like advertising?
- An evaluation of the quality of materials produced, writing and the imaginative and effective use of available public relations tools and techniques.

Evaluation – 15 points

What method(s) of evaluation were used?

What were your results?

How did the results compare to the specific, measurable objectives you identified in the planning section?

How well do the results reflect original strategy and planning?

What initiatives were taken as a result of this appraisal.

AWARD CATEGORIES: CAMPAIGNS

C-1 Reputation Management

Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

C-2 Events & Observances

Programs commemorating anniversaries, open houses or tours, opening new installations, observing national or local celebrations or similar special activities.

C-3 Public Service

Programs that advance public understanding of societal issues, problems or concerns.

C-4 Public Affairs

Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies so that the entity funding the program benefits.

C-5 Issues Management

Includes programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

C-6 Internal Communications

Programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

C-7 Crisis Communications

Includes programs undertaken to deal with an unplanned event requiring immediate response.

C-8 Multicultural Public Relations

For any type of program (i.e. institutional, marketing, community relations) specifically targeted to a specific cultural group.

C-9 Integrated Communications

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign other marketing or communications. Entry should demonstrate the clear leadership of public relations, along with its integration with other disciplines.

C-10 Community Relations

Includes programs that seek to improve relations with, or see to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. This category does not include campaigns designed to promote products.

Campaign Checklist

- 2 copies of Completed Entry Form (1 form per entry) – 1 copy attached to entry (or in notebook) and 1 copy attached to Tally Sheet
- Payment – you can submit 1 payment for all entries
- Entry in one binder not to exceed 3” thick
- Two-page summary (minimum of 10 point type and 1” margins)
- Tally Sheet – one per company or organization

CUMBRE PUBLIC RELATIONS TACTIC AWARDS

The Cumbre Public Relations Tactic Awards are given for outstanding examples of individual public relations tools or component such as newsletters, brochures, annual reports, publications, web sites and similar communication products. These awards recognize expertise in writing, design, production and management of materials that meet a single public relations need. Guidelines are similar to those for PRSA's prestigious Bronze Anvil Awards. The Cumbre Best of Show Tactic winner will receive the award in recognition of outstanding accomplishment with an individual public relations tactic.

ENTRY GUIDELINES: TACTICS

Entries must have been completed between January 1, 2011 and December 31, 2011. Each entry may be submitted in only *one* category.

Each entry must be accompanied by a comprehensive one-page summary (typewritten with one inch margins in a font size no smaller than 10-point). The one-page summary is the single most important component of the entry. Within these areas, the summary should include measurable objectives, target audiences, budget and any other specific information requested in the individual category. Results – qualitative, quantitative or both – should provide evidence of how the stated measurable objectives were met and how the entry was evaluated as to whether or not it was successful in achieving those objectives.

The judges will evaluate the tactic on four key areas:

- Planning and content
- Creativity and quality
- Technical excellence
- Results

Entry must be managed, written, edited, or executed by entrant who must state his or her role in the project. The entry must have been created by, or commissioned by, the entrant. It may not be a packaged program purchased from, or provided by, an outside source. If entry is the local coordination of a national program, entrants must specify which elements are from the national source and which elements are locally produced. Only the locally produced portions will be considered for evaluation.

Binders are not required. However, if you submit your entry in a binder in order to contain or organize the materials you submit, it should have a maximum one-inch stiff spine. Binder may include supporting documentation and materials that demonstrate the campaign's planning and execution.

Entries must include a cover sheet affixed to the front of the binder or envelope with the following information: "New Mexico PRSA Cumbre Tactic Award Entry," category name, category number, entry title and organization it was submitted by. A completed entry form must be the first page; page two must be the entry summary page. Please note that entries will be marked down if submission guidelines are not followed.

JUDGING & SCORING CRITERIA: TACTICS

Public Relations Tactic judging will be based on clearly stated objectives, creativity and judgment applied in selecting strategy and technique; the relationship of the tactic to research (if applicable) and stated objectives; effective use of budget; implementation; quality of material produced; degree to which the tactic met its objectives; and the efforts undertaken to identify, analyze and quantify results.

The scoring summary is as follows:

Planning & Content - 25 Points

A statement of objectives based on audience(s) with special consideration given to strategy, originality of approach and content.

Execution – Creativity, Quality & Technical Excellence - 50 points

Evaluation on the creativity and quality of the materials produced, writing, the imaginative and effective use of available public relations tools and techniques, and the technical excellence exhibited in the execution of the tactic. (Media relations category will not be judged on technical excellence.)

Results - 25 Points

Evaluation of the program, or entry's, success in achieving identifiable objectives, with consideration given for the quality of analysis (qualitative, quantitative or both) and initiatives taken as a result of this appraisal.

AWARD CATEGORIES: TACTICS

Traditional Media

T-1 Media Relations

Tactics, as well as programs and events, driven entirely by media relations. Submit press releases, satellite media tour materials, media advisories, pitch letters, requests for coverage, etc. This material is in addition to the one-page summary (which should include measurable objectives and results) and should include evidence of the resulting media coverage. Television coverage should be submitted on a DVD. Radio coverage should be submitted on a CD. Media relations category will not be judged on technical excellence.

T-2 Feature Stories

Please submit text of feature article as well as documentation of publication and placement. The feature article should have been written by the practitioner and submitted and published through his/her efforts. The one-page summary should include target audience, measurable objectives and any documented results.

T-3 Editorials/Op-Ed Columns

Opinion articles written as editorials, guest columns and letters to the editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, results and budget.

Online Communications

T-4 Websites

Use of a web site as part of a public relations program. Include screen grabs or copies of key pages to support your on-page summary. Additionally, include the web site URL for external sites. Online media rooms should be for media only.

T-5 Blogs

Web-based journals, or blogs, that communicated a corporate, public service or industry position. The one-page summary should include the rationale for blogging strategy, target audiences, and statistics or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of this entry.

T-6 PODCASTS

Audio or video programs/shows produced solely as podcasts, downloadable for play on portable media players (e.g., iPods, MP3 players, etc.). The one-page summary should include rationale for podcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast on a CD, DVD or USB flash drive.

T-7 Social Media

Use of social media, including Facebook, Twitter, MySpace, YouTube, etc. as part of a public relations program. Including screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

Tactics

T-8 Research / Evaluation

Research that provides a meaningful contribution or key input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Samples of the methodology and findings of any research should be included in the entry along with the one-page summary.

T-9 Special Topic Publication

Publications produced by an organization or company that address a single topic, subject, event or issue. One-page summary and/or supporting materials should detail the nature, objective and the audience for which the publication is intended. Submit one copy of the publication.

T-10 Internal Newsletter

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues. For a digital newsletter, submit the three consecutive issues on a CD, DVD or USB flash drive.

T-11 External Newsletter

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

three consecutive issues. For a digital newsletter, submit the three consecutive issues on a CD, DVD or USB flash drive.

T-12 Brochures

Single-issue publications designed for a special purpose, pamphlets, booklets or other small publications designed for a target audience. Submit one copy of the publication.

T-13 Magazine

Publications designed to provide in-depth information about an organization or topic on a regular basis. Submit three consecutive issues.

T-14 Annual Report

Publications that report on an organization's annual performance. Submit one copy of the publication. For digital annual reports, submit copy of annual report on CD, DVD or USB flash drive.

T-15 Advertorial

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Submit text of editorial matter and documentation of publication. The one-page summary should include target audience, measurable objectives and budget.

T-16 Speeches

Please submit text of speech along with the one-page summary. Summary should include information on audiences, purpose of speech and any documented results regarding the stated objectives.

T-17 Creative Tactics

Unconventional, creative tactic or approaches used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. If objects are too large or bulky to fit in the one inch binder, a photograph or video representation (on DVD or USB flash drive) should be sent.

T-18 Media Kit / Press Kit

News releases, photographs and other background information compiled for an organization, product or issue. Submit one copy of the press kit or media kit. For digital media/press kits, submit copy on CD, DVD or USB flash drive.

T-19 Video News Releases

Pre-produced videos distributed to television stations to inform target audiences about an event, product, service or organization. Entries may consist of edited DVD or video sound bits on a single DVD. The one-page summary should include usage statistics or other means of quantified measurement to support state objectives.

T-20 Satellite Media Tours

Live broadcasts offered to, and aired by, television stations to inform target audiences about an event, product, service or organization. Entries may consist of 2 or two of the representative

placements on a single DVD or USB flash drive. Summary should include statistics or other means of quantified measurement to support stated objectives.

T-21 Special Event Materials

Flyers, invitations, posters & other promotional items used to promote a special event.

T-22 Visual Program/Presentation

Video programs or presentations targeted toward either internal or external audience. Entries may be submitted on DVD or USB flash drive. Entry should include the script.

T-23 Audio Program/Presentation

Audio programs or presentations targeted toward either internal or external audience. Entries may be submitted on CD, DVD or USB flash drive. Entry should include the script.

T-24 Multimedia Communications

Use of multimedia technology to produce traditional public relations tactics. Submit a hard copy and CD, DVD or USB flash drive of the tactic to reflect its quality, execution and technical excellence.

Tactic Checklist

- 2 copies of Completed Entry Form (1 form per entry) – 1 copy attached to entry (or in notebook) and 1 copy attached to Tally Sheet
- Payment – you can submit 1 payment for all entries
- Entry in one binder not to exceed 1” thick
- One-page summary (minimum of 10 point type and 1” margins)
- Tally Sheet – one per company or organization