



## 2011 Call for Entries & Entrants Guide

**Entry Deadline – September 16, 2011 at 5 p.m.**  
**Late Entry Deadline – September 23, 2011 at 5 p.m.**

**Golden Spike Awards Luncheon**  
**November 9, 2011**

### **Competition Information**

The Golden Spike Awards Competition is an annual program sponsored by the Utah chapters of the Public Relations Society of America (PRSA) and the International Association of Business Communicators (IABC) and the Utah Society for Healthcare Communication and Marketing (USHCAM). The competition recognizes excellence and best practices in communications and public relations in Utah. Judges will select the winning entry and award a Golden Spike based on scores in each of the following categories: research, planning, execution and evaluation.

### **Eligibility**

All entries must have been produced by professionals who work in Utah or are members of PRSA's Greater Salt Lake Chapter or Utah Valley Chapter, USHCAM or IABC of Utah. Entries must have been created primarily in Utah between July 1, 2010, and June 30, 2011 and been executed during that timeframe.

### **Rules and Requirements**

**Go Green! You are encouraged to go green when submitting your award this year. Ditch your three-ring binders and save copy paper and time by submitting your entire entry as a PDF on a single CD, DVD, jump drive, or on our FTP site (details to come). If multiple PDFs are needed to capture all parts of your entry, please neatly label them with descriptions.**

**Those who go green will also receive a discounted entry fee!**

For those who would prefer to submit a hard-copy entry:

Entries are limited to one 3-inch three-ring binder (or smaller). Pages should be no larger than 8-1/2 by 11 inches. Type should be no smaller than 10 point, and margins should be at least 1 inch. Videos should be in DVD or CD format. We will return your entry at the awards luncheon. *Please DO NOT send original, irreplaceable materials.*

Enter as many times as you like in as many categories as you like. *No entry can be entered in more than one category, although parts of entries may be entered in different categories.* For example, you can enter an entire campaign in the Institutional Programs category and also enter specific tactics or parts of the campaign in other categories. Please choose the correct category—judges will not reassign categories.

**\*\*\*Entries must follow the Entry Guidelines listed below. Please note that there are different guidelines for Division I: Campaigns and Division II: Tactics.**

### **Entry Deadlines and Fees**

**\*Go Green! All entries submitted in a digital format (CD, DVD, jump drive or FTP) save \$5 on the entry fee.**

Entries due: **September 16, 2011**, at 5 p.m.  
Members of PRSA/IABC/USHCAM: **\$45/\$50**  
Non-members: **\$60/\$65**  
Students: **\$30/\$35**

Late entries due: **September 23, 2011**, at 5pm.  
Members of PRSA/IABC/USHCAM: **\$60/\$65**  
Non-members: **\$75/\$80**  
Students: **\$45/\$50**

- Please make check payable to "Golden Spike Awards" and include check with your entry.

### **Mail or deliver entries to:**

#### **ARUP Laboratories**

Attn: Kristen Deem  
Marketing-931  
500 Chipeta Way  
Salt Lake City, UT 84108

#### **Brigham Young University**

Attn: Jeff DuBois  
140 BRMB  
Provo, UT 84602

### **Judging**

Entries will be judged by communications and public relations professionals outside of Utah. You will receive candid feedback from the judges. Judging guidelines for the 2011 awards have been modified to better match the entry guidelines. Judging will be done by the Hoosier PRSA Chapter.

### **Measuring Results**

The most important part of your summary is whether the outcomes or results match (or correlate to) your goals. Here are examples of different types of outcomes:

- 1. Behavioral results:** Attendance, sales, donations received, election results, market share increases, increased retention rates, etc.
  - 2. Changes in awareness:** Aided awareness by audience, unaided awareness by audience, etc.
  - 3. Changes in opinion:** Favorability ratings, customer satisfaction ratings, employee morale, etc.
- Did you achieve your stated objectives? Does your entry correlate to goal achievement?

### **Recognition**

All winning entries will be recognized during the 2011 Golden Spike Awards luncheon on Wednesday, November 9, 2011, from 11:00 a.m. to 1:30 p.m. Winning entries will be displayed at the luncheon.

**For More Information**

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# 2011 Golden Spike Awards

## Entry Form *please submit a copy with each entry.*

### Entry Information:

Entry title (List how you would like the name to appear on the award):

Entrant(s) name(s):

Agency name (If you are entering this on the behalf of another organization, please list **your company's** name here.):

Organization (Please list the name of the organization featured in the entry.):

Address:

Office phone:

Email:

Home/mobile phone:

Total # of entries for this organization:

Fax:

Contact information for person coordinating entries for this organization:

Name:

Phone:

Email:

### Division, Section, and Category

Please check the appropriate Division, Category, and Section for your entry:

Division I: Campaigns

Division II: Tactics

Category:

1 2 3 4 5 6 7 8 9 10 11

Section:

a b c d e

I am a member of: PRSA IABC USHCAM

If paying by check, are fees for all entries covered by one check?  Yes  No  
*Please make check payable to: Golden Spike Awards*

I confirm that my entry complies with all competition rules.

\_\_\_\_\_  
Signature

# 2011 Golden Spike Awards

## Entry Divisions & Categories

### **Division I: Campaigns**

This division is for comprehensive campaigns or programs, typically involving multiple strategies and tactics. For each entry in this division, please include an "At-a-Glance" 100-word description, plus a TWO-PAGE summary.

#### **1. Institutional Programs**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Programs that seek to improve an organization's relationships or reputation (image) with its publics (or some of its publics).*

#### **2. Community Relations**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Programs that seek to improve relationships with (or win the support of) communities. "Community" refers to people united by common interests or situations and may include both geographically defined communities and other types of communities (e.g., an ethnic community or a community of people involved in the treatment of a disease such as AIDS or Alzheimer's). However, this category is not for marketing campaigns seeking to sell a product or service.*

#### **3. Public Service / Advocacy**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Public service programs: joint ventures or partnerships that promote public understanding of a societal issue or concern. Advocacy: programs designed to influence public policy or affect elections, referenda, legislation, regulations, etc., for the benefit of the individual or organization funding the program. May be at the local, state, federal, or international levels. The goal should not be to enhance the image of a specific organization—those programs should be entered in Division I, Category 1: Institutional Programs.*

#### **4. Special Events**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Special events including openings, celebrations, observances, conferences, lectures or other special activities.*

#### **5. Marketing Products or Services**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Programs designed to create demand for (and support sales of) products or services. May include launches of new products/services, campaigns on behalf of existing products/services, consumer or business-to-business campaigns, etc. (This category is for entire campaigns. Specific advertising should be entered in Division II, Category 4).*

#### **6. Crisis Management / Internal Relations**

- a. For-profit companies

- b. Government, Nonprofit organizations and associations  
*Programs to manage a crisis affecting the organization. Programs designed specifically for internal publics such as employees, trustees, volunteers, members, agents, affiliated dealers, franchisees, etc.*

## **7. Internal Relations**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Programs designed specifically for internal publics such as employees, trustees, volunteers, members, agents, affiliated dealers, franchisees, etc.*

## **8. Social Media**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Programs designed around social media campaigns that use one, or a combination, of different social media platforms*

## **Division II: Tactics**

This division is for individual tactics (or campaigns involving a single tactic) rather than comprehensive campaigns involving multiple strategies and tactics. For each entry in this division, please include an "At-a-Glance" 100-word description, plus a ONEPAGE summary. You do NOT need to include research in this section.

### **1. Publicity and Media Relations**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations  
*Projects or campaigns solely involving publicity or media relations. May include the publicity aspect of a larger campaign, responses to a media inquiry or crisis, an interview or media tour, etc. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with evidence of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage CD.*

### **2. Print Communications**

- a. For-profit companies
- b. Government, Nonprofit organizations and associations

Entries in this section may include:

- *Periodic newsletter publications designed to provide brief and timely information to target audiences. Submit three consecutive issues.*
- *Periodic magazine publications designed to provide in-depth information about an organization or topic on a regular basis. Submit three consecutive issues.*
- *Brochures, pamphlets, booklets or other small publications that inform a target audience about an organization, product, service, or issue. Submit one copy of the publication.*
- *Books*
- *Annual Reports*
- *Single-issue publications designed for a special purpose (that are not brochures, newsletters, magazines, or annual reports). May include newspaper supplements that are editorial or magazine-like in nature (not primarily commercial advertising circulars for retail stores, etc.). Submit one copy of the publication.*

### **3. Press Kits/Media Kits**

*Press kits/media kits or other collections of materials sent to the media to obtain publicity for an organization, product, service, or event. May include photographs and other materials. Submit one copy of the press kit.*

**Note:** *Judges will evaluate the quality and results of the press kit (collected materials).*

### **4. Advertising and Other Marketing Communications**

a. Direct mail/direct response. Includes invitations, holiday cards, announcements, etc.

b. Print display advertising. Includes newspaper and magazine ads.

c. Television commercials—paid advertising.

d. Radio commercials—paid advertising.

e. Outdoor advertising (e.g., billboards—submit photo).

*- Paid advertising and other marketing communications designed to elicit a behavioral response from audiences.*

*- May be a single communication or a series.*

*- All pieces submitted must have been placed in the media or mailed. Creative concepts are not permissible.*

*- **Note:** Judges will evaluate only the quality of the creative pieces, not the results of an entire campaign. Submit one copy of the advertisement.*

### **5. Videos**

a. Internal audiences primarily (e.g., employees, agents).

b. External audiences primarily (e.g., consumers).

*Entries may consist of edited or unedited video and sound bites on a single DVD.*

### **6. Writing**

a. News writing (brief factual, expository news articles), Feature stories (longer articles), News Releases and Media Advisories, Speeches and presentations.

b. Editorials/op-ed columns/letters to the editor (opinion pieces), Advertorials (paid advertising written as editorial matter).

*Entries must be written substantially by the entrant.*

**Note:** *Judges will evaluate on the quality of the writing as well as results. Submit the text as well as documentation of publication or use. .*

### **7. Interactive Communications**

*Web sites, online periodical publications (e.g., newsletters, zines, blogs), other applications of new interactive technologies (e.g., email, web, video). Include "screen grabs," electronic copies or print copies of sample web pages as appropriate, or a location where they can be found online.*

### **8. Creative Tactics**

*A creative or unconventional strategy or tactic used as part of a broader campaign.*

*Submit, if appropriate, a video or photographs. Describe how the tactic contributed to the results of the campaign.*

### **9. Research**

*A research project (e.g., research used to plan or evaluate a larger program or campaign).*

### **10. Social Media**

*A social media tactic as part of a social media campaign or as an extension of another campaign.*

### **11. Photography and Illustrations**

a. Photography

b. Illustrations

*Artwork used in support of another communications tactic or campaign. Submit a print or photocopy. Do NOT send original artwork, because we cannot guarantee return of your entry.*

# 2011 Golden Spike Awards

## Entry Guidelines

### Division I (Campaigns) entries must contain:

#### 1. Entry form

**2. "At-a-Glance" 100-word description:** This will provide background for judges and help them understand your company or product as they analyze your entry.

**3. Summary:** A TWO-PAGE Summary. The summary should outline, as applicable, the four parts of communication or public relations campaigns or projects:

**a. Research:** Provide background information and a situation analysis about the purpose of and need for the project. Include primary and secondary research used throughout the planning process and identify target audiences. Research should show why you thought this plan of action would be successful in reaching your target audiences. Also, show how research helped you prepare your campaign.

**b. Planning:** Identify your campaign or program goal, measurable objectives, strategies (approaches), tactics (action items), and timeline. Share your method for evaluating the success of your campaign.

**c. Execution:** Actual implementation of the plan will be considered here along with outcome. How did your strategies and tactics evolve in comparison to the stated plan? Were there any modifications made during implementation? Please explain how actual execution compared to the research and planning stages.

**d. Evaluation:** How did you evaluate, measure and quantify results? Did you achieve your campaign goal and objectives, explain? In what way did you (and client if applicable) think the plan was a success? What would you change? How did your plan differ from your vision?

**4. Supporting materials or the project itself:** These visual aids will allow judges to get a feel for your professional touch and creativity (for Division I campaign entries, materials need only be representative—you don't need to include every item related to the campaign).

**5. Company recognition information:** (If submitting a hard-copy entry, please include this information on a CD with your entry.)

**a. Logos** for the entering organization(s) and agencies that participated in producing the entry. Logos should be in JPEG or TIFF format.

**b. 75-word project summary** and company recognition for the awards program.

**c. Digital files** of any images, video or other relevant material from the entry that could be used as part of the awards presentation.

### Division II (Tactics) entries must contain:

#### 1. Entry form

**2. "At-a-Glance" 100-word description:** This will provide background for judges and help them understand your company or product as they analyze your entry.

**3. Summary:** A ONE-PAGE Summary. The summary should outline the following four key elements to successful tactics:

**a. Planning/Objectives:** Identify your target audience(s) and strategy associated with this tactic. Explain why you chose to use this particular tactic to meet your strategy. What was the overarching goal? Identify measurable objectives. How was the tactic's success or results to be determined?

**b. Creativity/Quality:** Please explain how your approach in using this tactic made it unique and original. Demonstrate how it was the correct tactic for the target audience(s). What made it special?

**c. Technical excellence/results:** Demonstrate how the tactic helped achieve the overarching strategy and objectives. What tools and resources did you use to implement the tactic? What were the results?

**d. Evaluation:** Demonstrate how you measured and quantified results or evaluated whether the goal was achieved. In what way did you (and the client, if applicable) think the tactic was a success? What would you change if you were to use this tactic again? How did your plan differ from your vision?

**4. Supporting materials or the project itself:** These visual aids will allow judges to get a feel for your professional touch and creativity.

**5. Company recognition information:** (If submitting a hard-copy entry, please include this information on a CD with your entry.)

**a. Logos** for the entering organization(s) and agencies that participated in producing the entry. Logos should be in JPEG or TIFF format.

**b. 75-word project summary** and company recognition for the awards program.

**c. Digital files** of any images, video or other relevant material from the entry that could be used as part of the awards presentation.