



PRSA-NEW YORK

**BIG
APPLE
AWARDS
2010**

**ENTRY DEADLINE:
FRIDAY, FEBRUARY 26, 2010 AT NOON**
Late Entry Deadline: Friday, March 12 at Noon

at The Hudson Theatre, Millennium Broadway

PURPOSE

The New York Chapter of the Public Relations Society of America established the Big Apple Awards program in 1988 to encourage excellence in public relations. Today, a Big Apple Award is recognized as one of the highest honors in public relations. Over the years, more than 1,000 winning programs have solved problems, changed opinions and created business opportunities.

The 2010 Big Apple Awards competition is open to all public relations professionals in New York, New Jersey and Connecticut for programs created in 2009 and implemented anywhere in the world. Most or all of the strategic work on the programs should have been performed by professionals in the Tri-State Area.

CRITERIA

Entries will be judged on the basis of research, planning, execution and results. A panel of judges, representing a broad range of disciplines and expertise, will be selected from the most senior-level and experienced representatives of the public relations industry. The judges may award multiple winners as they see fit. However, they will not designate a winner in a category they feel contains no entries of award-winning caliber.

Finalists in each category will be notified following the judging of the Big Apple entries. From these finalists, the Big Apple Award winners and runners-up (if selected) will be announced on May 27th, 2010 at the Big Apple Awards presentation at The Hudson Theatre, Millennium Broadway Hotel, in New York City.

BEST OF THE BEST

Big Apple Award winners in each campaign category will be considered for a special "Best of the Big Apple Award" presenting the best program in 2009, also announced at the May 27th awards presentation.

BEST USE OF RESEARCH

The Institute for Public Relations, an independent foundation dedicated to The Science Beneath the Art of Public Relations™, will present a "Best Use of Research, Measurement and Evaluation Award." Big Apple Award winners in each campaign category will be eligible for this additional award.

CAMPAIGN DIVISION

A campaign is characterized by a broad range of separate, though consistent and related, elements implemented over time. A campaign can include several elements listed in the Single Item Division, as well as other collateral materials.

CATEGORIES

PRSA-NY welcomes your entries in the following categories:

1. Community Relations

Programs that improve or maintain an organization's relationship or image within the community in which it operates. Community refers to a specific geographic location.

- a. Business Products & Services
- b. Government, Associations & Non-Profit Organizations

2. Reputation & Brand Management

Programs that uphold, transform or introduce an organization's image and profile to key constituencies.

- a. Business
- b. Government, Associations & Non-Profit Organizations

3. Events & Observances (One to Seven Days)

An event or series of events that draws attention to a product, service or commemorative occasion.

- a. Business
- b. Government, Associations & Non-Profit Organizations

4. Events & Observances (More Than Seven Days)

An event or series of events that draws attention to a product, service or commemorative occasion.

- a. Business
- b. Government, Associations & Non-Profit Organizations

5. Public Service (formerly Cause-Related Marketing)

Programs that focus on a cause to either promote understanding of the cause or to promote a product or service.

- a. Business
- b. Government, Associations & Non-Profit Organizations

6. Public Affairs

Programs to create public awareness of an issue or to affect legislation, government regulations or political action.

- a. Business Products & Services
- b. Government, Associations & Non-Profit Organizations

7. Marketing Consumer Products

Programs that publicize and promote new or existing products.

- a. Healthcare
- b. Technology
- c. Food, Beverage & Hospitality
- d. Packaged Goods
- e. Non-Packaged Goods
- f. Other

8. Marketing Consumer Services

Programs that publicize and promote new or existing services.

- a. Travel, Tourism & Hospitality
- b. Healthcare
- c. Technology
- d. Financial Services
- e. Other

9. Marketing Business-to-Business

Programs that publicize and promote new or existing products or services to a business audience

- a. Professional & Financial Services
- b. Products
- c. Other

10. Global Communications

Any type of program sponsored by a New York area company that is implemented in at least two countries. Initial planning, coordination or part of the implementation should have been performed by professionals in the Tri-State Area.

11. Crisis Communications

Programs that deal specifically with crisis situations, disasters or emergencies.

- a. Business
- b. Government, Associations & Non-Profit Organizations

12. Issues Management

Programs that demonstrate consistency and agreement among an organization's values, vision, practices and performance to a wide range of constituencies.

- a. Business
- b. Government, Associations & Non-Profit Organizations

13. Internal Communications

Internal programs that enhance an organization's relationship with its employees, their families and retirees.

- a. Business
- b. Government, Associations & Non-Profit Organizations

14. Investor Relations

Programs that tell an organization's financial story and maintain favorable relations with its stockholders, financial analysts, local business community and/or the general public.

15. Multicultural Public Relations

Programs targeted to specific audiences such as women, minorities and youth.

- a. Business
- b. Government, Associations & Non-Profit Organizations

16. Integrated Communications

Programs that employ effective integration with other promotional marketing disciplines.

- a. Consumer Products & Services
- b. Business-to-Business
- c. Government, Associations & Non-Profit Organizations

17. New Media/Social Media Campaign

Programs that utilize new media as their primary source of outreach to generate awareness or influence behavior.

- a. Consumer Products & Services
- b. Business-to-Business
- c. Government, Associations & Non-Profit Organizations

18. Corporate Social Responsibility

Programs of a philanthropic nature that benefit charitable causes, the environment, consumers, communities, stakeholders and other members of the public sphere.

- a. Business
- b. Government, Associations & Non-Profit Organizations

SINGLE ITEM DIVISION

Single items submitted as part of a campaign may also be entered independently in the Single Item Division. They do not have to be part of a larger campaign. Please remember that Single Item Division entries must adhere to the same requirements as Campaign Division submissions. This includes a presentation in a binder (or other secured package containing all materials). It must also be accompanied by a written summary (see *Entry Format* section).

19. Annual Reports

20. Brochure

21. Newsletter/Magazine

22. Use of Broadcast (Including Video News Release, B-Roll, Satellite Media Tour & Online Distribution)

23. Use of Internal Video

Video (not intended for broadcast) for employee communications, community relations or other public relations objectives.

24. Public Service Announcement (Print & Video)

25. Website (New or Newly Designed)

26. Innovation & Technology

Creative applications of emerging technology to a program, presentation, media pitch, employee communication or website, etc.

FREE SEMINAR – HOW TO WIN A BIG APPLE AWARD

Maximize your chances of winning a “Big Apple.” PRSA-NY wants to help you develop a winning entry. The chapter will host a seminar on Wednesday, February 17, 2010 at 6pm, at Ruder Finn, Inc., 301 East 57th Street (at Second Avenue). Experts will share tips for clearly communicating program goals, program execution and measurable results, so you can maximize your chances of winning.

RSVP: Emmanuel Tchividjian, SVP, Ruder Finn, at tchividjane@ruderfinn.com

ENTRY FORMAT

The entry must fit into a single, hard-cover, stiff-spine, three-ring binder not over three inches thick at the spine (exceptions can be made only in Single Item Division, where all elements must still be secured together). Materials included in the binder – brochures, news releases, fact sheets, placements, clips, etc. – should document the scope and quality of the program. Please place Entry Title, Category Name and Subcategory (if applicable) only on front cover and spine of binder. Graphics, illustrations, logo designs and other identifiable markings are not permitted on the outside of the binder.

Two (2) copies of a concise, two-page summary, including research, planning, execution and results must accompany each entry.

Each entry must also be accompanied by two (2) copies of a separate 100-word synopsis of your campaign or single item that summarizes key objectives, tactics and results. This summary will be used by PRSA-NY at the awards presentation if your entry is a finalist.

Each entry should include a CD that has a word document file of the two page summary, company logo and client logo (EPS and JPEG versions).

Projects that do not follow these specifications will lose points in the judging process.

Research/Situation Analysis

Identification of the problem or opportunity, and the factors that affect it. Show how your research and analysis were integrated into the program.

Planning

A statement of objectives and judgment used in selecting strategy, budgeting and establishing evaluation criteria.

Execution

Description of the techniques and approaches used, and difficulties encountered, in achieving the program's objectives. Budget figures must be included here.

Results / Evaluation

Measure and evaluate results against objectives. Examples of audio-visual materials may be submitted on a DVD of not more than five minutes duration, or in the case of the online/interactive single item category, on a CD-ROM disk. You may also supply a website address or URL.

Please make sure that all of your materials are labeled with entrant's name, organization and category.

Checklist

- Entry Form (2 copies)
- Payment
- Two-page summary (2 copies)
- 100-word synopsis (2 copies)
- CD containing the word document of the two page summary, company logo and client logo (EPS and JPEG versions)
- Binder and collateral (1 copy)

Address: PRSA-NY
41 Madison Avenue, 5th Floor
New York, NY 10010
ATTN: Big Apple Awards
212.228.7228

Deadline: Deadline for entries is Friday, February 26, 2010, at noon. Late entries will be accepted until Friday, March 12, 2010, at noon, only if accompanied by a late fee of \$75.

Fees: \$250 for PRSA-NY members; \$295 for non-members. Credit card or check payable to PRSA-NY.

ENTRY RULES

1. For each campaign, entrants can choose only one category in numbers 1 through 18. Participants may submit part of a campaign as a single entry in numbers 19 through 26, as many as applicable. Each submission must be accompanied by a separate entry form, documentation and entry fee.
2. To qualify, the entry must have been produced and implemented in calendar year 2009. That is, the majority of the public relations campaign and its results must have occurred in calendar year 2009.
3. Judges reserve the right to move entries to alternative categories that they believe to be more appropriate.
4. PRSA-NY reserves the right to exclude any entry for any reason.
5. The decision of the judges is final.
6. Keep a copy of your entry, and do not submit irreplaceable materials. All entries become property of PRSA-NY and will not be returned.
7. Finalists will be notified within the week following judging to be held in late March 2010.
8. Information provided in the two page summary may be used during the presentation of the awards and will be printed in the summary booklet (unless a request is made at the time of submission).
9. The Big Apple Awards will be presented at a gala reception at the Hudson Theatre, Millennium Broadway Hotel, Thursday, May 27, 2010.

If you have questions about entry format or categories, call Sandra Fathi at 212-398-9680 or email sfathi@effectstrategies.com.

CATEGORY name and number

SUBCATEGORY (List categories A through F if applicable)

Title of campaign

Name of company or organization for which campaign was conducted:

Address

City

State

ZIP

Name of assisting public relations agency or counseling firm, if any:

Address

City

State

ZIP

Person submitting entry

Title

Company

Address

City

State

ZIP

Phone

Fax

E-mail

Are you a PRSA-NY Chapter... Member? Non-member?

Join online at www.prsa.org, submit a copy of your application and receive the member discount.
Be sure to join the NY chapter when you complete the form.

Amount enclosed \$

Bill my credit card #

Expiration date

Type of card

Signature

Person(s) responsible for program creation and implementation (maximum three persons)

1 Name/Company

2 Name/Company

3 Name/Company

Signature of entrant

Date

Please list enclosures, and label each piece with your name, organization and entry category.

Public Relations Society of America • New York Chapter

41 Madison Avenue, 5th floor • New York, NY 10010 • 212.228.7228

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