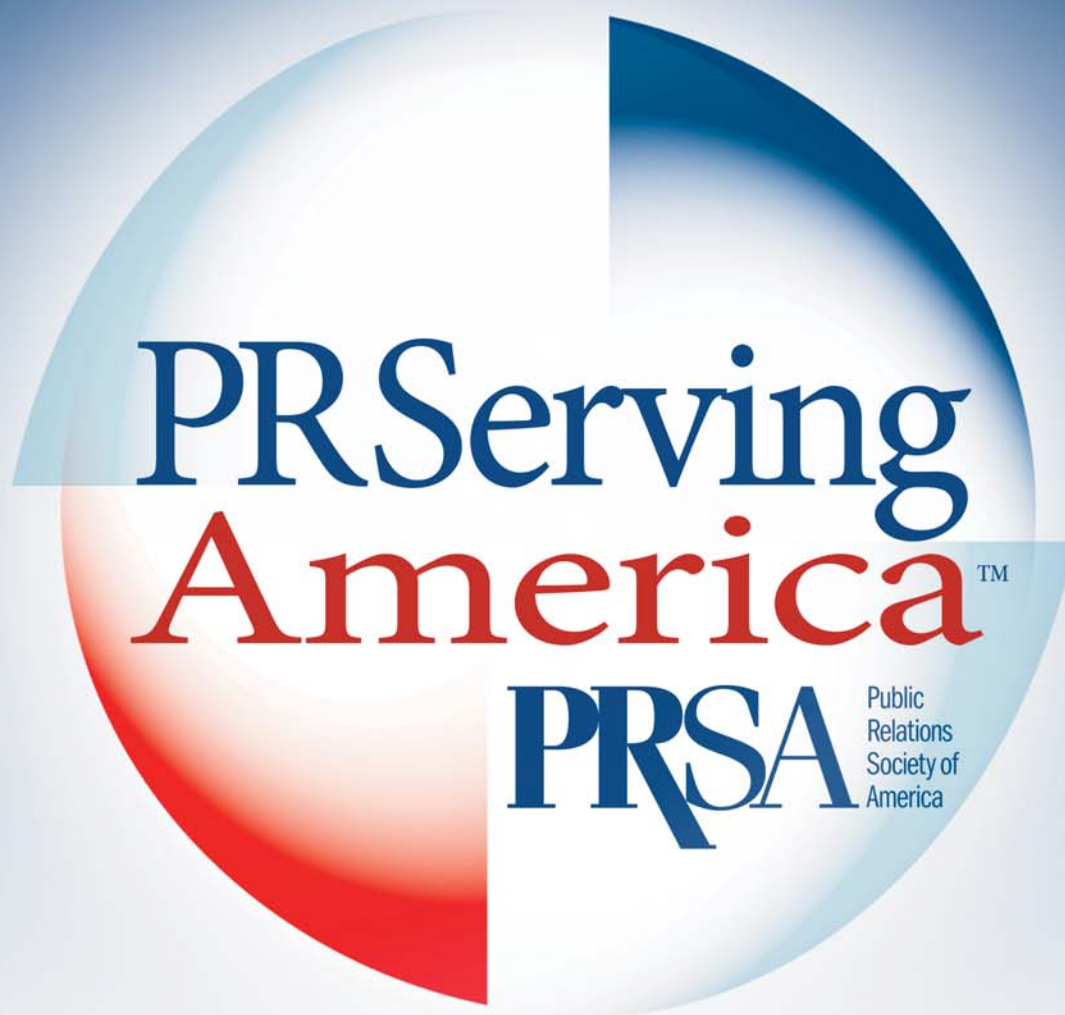


# PR Serving America Award Program

*Recognizing Chapter, District and Section  
Community Contributions*



PRSA strongly supports and encourages the work of PRSA's Chapters, Sections, Districts and PRSSA Chapters to strengthen America's communities, and has created the "PRserving America" showcase and award to highlight the work done by PRSA Districts, Sections and local professional and student Chapters for nonprofit or other worthy causes. Top prize for the winning Section, District, PRSSA Chapter and professional Chapter in each of four Chapter size categories is \$1,000. Winners will be showcased on PRSA's website and in PRSA communications.



**Scope:** The "PRserving America" Showcase and Award recognizes charity or nonprofit work performed by a group of PRSA members, under the auspices of a PRSA District, Section and local professional or student Chapter, that is intended to benefit a community or groups within the respective group's purview.



**Timeline:** Submissions are due by Aug. 31, 2012. Judge's decisions will follow, and winners will be announced at PRSA's Leadership Assembly.



**Judges:** Judges will be the Chapter/District Council. Judges will recuse themselves from scoring entries that are submitted by their respective Chapters, Sections or Districts.



**Judging Criteria:** Entries will be judged in five areas, with each area eligible for up to 20 points. Each entry will be scored according to the program criteria. In the case of a tie during the first round of scoring, the judges will review the tying entries and vote for a winner on a comparative basis between the two entries, taking into account the relative strengths of each with respect to the scoring criteria.

#### *Judging Areas:*

**Planning/Content.** Entries should demonstrate that the work was thoughtfully and completely planned with regard to the execution, impact and supporting public relations.

**Originality.** Entries should demonstrate the originality of the idea, execution, planning or public relations for the project.

**Resources.** Entries should describe the overall resources invested in the program, with points earned for overall resources, as well as the extent to which the program leveraged resources from other partners, or worked with other groups, such as charitable organizations, government agencies or social agencies.

**Results.** Entries should indicate the results achieved by the program, such as impact on the community, raising awareness, fundraising or transferring skills to an organization, and measurements as applicable should be supplied. Advancing Public Relations. Entries should indicate how the project advanced public relations, for example, by raising awareness of the role that public relations practitioners play in the community, helping charitable organizations become more effective communicators, imparting information about the ethical practice of public relations, etc. This category pertains both to how public relations was used effectively to support the volunteer effort, as well as to how the volunteer effort itself helped to showcase or advance the public relations profession.

#### *Point Basis*

0–5 Points: Poor (Unimpressive, undocumented, incomplete)

6–10 Points: Fair (Competent, but ordinary or lacking in some aspects)

11–15 Points: Good (Thoughtful, well executed)

16–20 Points: Excellent (An exemplar for the community)

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### Entry Guidelines

- One cash award will be granted for the best (a) Section program, (b) District program and (c) PRSSA Chapter program.
- One cash award of \$1,000 will be granted for the top scoring program in each professional Chapter class (Very Large/Large, Medium, Small, Boutique):
  - Very Large: 400+ members; Large Chapters: 201–400 members
  - Medium Chapters: 101–200 members
  - Small Chapters: 51–100 members
  - Boutique Chapters: 1–50 members
- Entries should not exceed six pages and should include the following:
  - The first page of the entry should be a **concise summary, no longer than one page**. This one-page summary should be a brief overview of the entry, and include a short synopsis on how the entry has met each of the five judging criteria (Planning/Content, Originality, Resources, Results and Advancing Public Relations).
  - Submit **one page for each of the five judging criteria** (Planning/Content, Originality, Resources, Results and Advancing Public Relations), going into detail on how your entry has met each of the criteria.
- Entries should be completed and submitted as **ONE** six-page Microsoft Word document, and submitted either electronically or as a hard copy. Electronic submissions strongly preferred.
- Page sizes should be 8.5" x 11" letter size.
- The margins on all sides of each page should be no less than one inch.
- The font size should be no smaller than 10-point.
- Participants may submit collateral materials, such as photos, video, audio, etc.
- Judges may decide not to award a prize in a particular category, regardless of the number of entries, at their sole discretion.



### How to Submit Entries

- Attach entries as **ONE Microsoft Word document** to an email and send it to [prservingamerica@prsa.org](mailto:prservingamerica@prsa.org) by the deadline. Title the subject of your email: [PRserving America Award Entry](#).



### Use of Materials

- All materials submitted become the property of PRSA, which may publish those materials on its website and via other print and electronic communications.



### Need Help?

- If you have any questions or need any assistance with your entry, please contact [William Titus](#).
- Check the PRserving America section of [the PRSA website](#) for more information.