



## 2012 Silver Anvil Call for Entries

Early Deadline: Friday, Feb. 10, 2012 – Save \$75!

Final Deadline: Friday, Feb. 24, 2012

### **The Icon of Best Public Relations Practices**

The Silver Anvil, symbolizing the forging of public opinion, is annually awarded to organizations that have successfully addressed contemporary issues with exemplary professional skill, creativity and resourcefulness.

Silver Anvil Awards recognize complete programs that incorporate sound research, planning, execution and evaluation. They must meet the highest standards of performance in the profession.

Silver Anvil Awards recognize outstanding strategic public relations programs. They are awarded for programs in 16 categories and various subcategories.

Only one Silver Anvil may be awarded in each subcategory. Up to three other entries in each subcategory may be awarded a Silver Anvil Award of Excellence. No awards are given in categories where judges determine that the entries do not merit them.

Finalists in each category will be notified in late March 2012, and will be posted online at [www.prsa.org](http://www.prsa.org). From these finalists, Silver Anvil and the Award of Excellence winners will be announced June 7, 2012, at the Silver Anvil Awards Ceremony in New York City.

### **Silver Anvil Entry Guidelines**

- At least some part of the program must have occurred in 2011. Programs tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.
- Entrants must select a single category per entry. However, entrants may choose to enter their program in more than one category, provided that it applies to the specific criteria stated within that category. The entry must be submitted with a separate category-appropriate, two-page summary, binder and entry form, as well as a separate entry fee for each additional category entered. In deciding which category is most appropriate, entrants should examine program objectives and target audiences. Visit [www.prsa.org/Awards/Search](http://www.prsa.org/Awards/Search) to view our database of Anvil Award-winning case studies in the categories you wish to enter. Judges will not move entries into other categories.
- Entries should be limited to one hardcover, three-ring binder that is no more than three inches thick. Pages should be no larger than 8.5 in. x 11 in. (A4 size for international entries) with a minimum of 10-point typeface and one-inch margins. The binder should be free of lettering, labels, drawings or other artwork. In keeping with PRSA's ongoing green efforts, we ask that you do not use plastic sheet covers.
- A concise summary no longer than two pages must be included in the front of the binder. Each of the four criteria — research, planning, execution and evaluation — must be addressed. The two-page summary should be typed using no smaller than a 10-point typeface and one-inch margins.
- The binder should include any supporting materials referred to in the two-page summary. This detailed information should be in tabbed sections behind the two-page summary. For example, if you reference a public relations planning document, a copy of the plan should be placed in the binder. Other examples of supporting materials are research reports, surveys, news releases, clippings and samples of tactical materials (no DVDs or videos).
- A 100-word description of your program must be included. This will be used to describe your entry if it receives a Silver Anvil.
- By entering the Silver Anvil program, all entrants confirm that their programs and entries comply with the ethical standards of the profession, as embodied in the PRSA Code of Ethics. Should your entry have an aspect of "ethics performance" that is both instructive and vital to your program, please include commentary of no more than four sentences. Should the judges find two entries equally deserving of a Silver Anvil, they may use this statement to break the tie. If at any point PRSA becomes aware of any aspect of a submission that may not be in compliance with the Code, it may, at its sole discretion, take appropriate action.

## **2012 Silver Anvil Award Categories**

### **1. COMMUNITY RELATIONS**

- 1A. Business — Products
- 1B. Business — Services
- 1C. Government
- 1D. Associations/Nonprofit Organizations

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations. (Campaigns designed to promote products should be entered in Marketing Consumer Products or Services.)

### **2. REPUTATION/BRAND MANAGEMENT**

- 2A. Business — Companies With Sales Up to \$500 Million
- 2B. Business — Companies With Sales of More Than \$500 Million to \$10 Billion
- 2C. Business — Companies With Sales Over \$10 Billion
- 2D. Government
- 2E. Associations
- 2F. Nonprofit Organizations

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 (campaigns designed to launch or promote a specific product or service's launch or sales/marketing effort should not be entered in this category. Instead, refer to Category 7, 8 or 9).

### **3. EVENTS AND OBSERVANCES (SEVEN OR FEWER DAYS)**

- 3A. Business — Products
- 3B. Business — Services
- 3C. Government
- 3D. Associations/Nonprofit Organizations

Includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a time span of one week.

### **4. EVENTS AND OBSERVANCES (MORE THAN SEVEN DAYS)**

- 4A. Business — Products
- 4B. Business — Services
- 4C. Government
- 4D. Associations/Nonprofit Organizations

Includes programs or events that take place for longer than a one-week period, such as a yearlong anniversary, or activities (commemorations, observances, celebrations, etc.).

### **5. PUBLIC SERVICE**

- 5A. Business
- 5B. Government
- 5C. Associations/Nonprofit Organizations
- 5D. Partnerships (Funded jointly by businesses and other organizations, including nonprofit and government)

Includes programs that advance public understanding of societal issues, problems or concerns. (Similar programs conducted principally to enhance an organization's standing, or to otherwise serve its interests directly, will fall under Category 2: Reputation Programs.)

### **6. PUBLIC AFFAIRS**

- 6A. Business
- 6B. Associations/Nonprofit Organizations
- 6C. Government

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

### **7. MARKETING CONSUMER PRODUCTS**

- 7A. Health Care
- 7B. Technology
- 7C. Food and Non-Alcoholic Beverages
- 7D. Alcoholic Beverages (Wine, Beer, Spirits)
- 7E. Restaurants (Independents, Casual Dining, Fast Food, Coffee Shops)
- 7F. Packaged Goods
- 7G. Non-Packaged Goods
- 7H. Other (Categories Not Elsewhere Defined)

Includes programs designed to introduce new products or promote existing products to a consumer audience.

## **8. MARKETING CONSUMER SERVICES**

- 8A. Travel and Tourism/Hospitality
- 8B. Health Care Services
- 8C. Technology
- 8D. Financial Services
- 8E. Other (Categories not elsewhere defined)

Includes programs designed to introduce new services or promote existing services to a consumer audience.

## **9. MARKETING BUSINESS TO BUSINESS**

- 9A. Professional and/or Financial Services
- 9B. Products
- 9C. Other (Categories not elsewhere defined)

Includes programs designed to introduce new products or promote existing products or services to a business audience.

## **10. GLOBAL COMMUNICATIONS**

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

## **11. CRISIS COMMUNICATIONS**

- 11A. Business
- 11B. Government
- 11C. Associations/Nonprofit Organizations

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

## **12. ISSUES MANAGEMENT**

- 12A. Business
- 12B. Government
- 12C. Associations/Nonprofit Organizations

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

## **13. INTERNAL COMMUNICATIONS**

- 13A. Business (Fewer Than 10,000 Employees)
- 13B. Business (More Than 10,000 Employees)
- 13C. Associations/Government/Nonprofit Organizations

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

## **14. INVESTOR RELATIONS**

- 14A. Companies With Sales Up to \$500 Million
- 14B. Companies With Sales of More Than \$500 Million

Includes programs directed to shareowners, other investors and the investment community.

## **15. MULTICULTURAL PUBLIC RELATIONS**

- 15A. Business
- 15B. Associations/Government/Nonprofit Organizations

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

## **16. INTEGRATED COMMUNICATIONS**

- 16A. Consumer Products
- 16B. Consumer Services
- 16C. Business to Business
- 16D. Associations/Government/Nonprofit Organizations

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

## **Best of Silver Anvil**

A Best of Silver Anvil Award recipient is selected from among the year's Silver Anvil Award winners. The Best of Silver Anvil winner represents the pinnacle of excellence in public relations programming and contributes to [The Business Case for Public Relations™](#) by demonstrating public relations' strategic value and ability to drive critical business outcomes.

## **Public Relations Professional of the Year Award**

PRSA's Public Relations Professional of the Year Award honors the individual who represented the best in public relations in 2011. As you prepare your Silver Anvil entry and identify its strengths, is there one individual whose contributions to the program — or to the profession — serve as an outstanding example of the management function that establishes mutually beneficial relationships between an organization and the public on whom its success or failure depends? Don't miss this opportunity to nominate worthy candidates for one of PRSA's most prestigious awards. Visit the [Public Relations Professional of the Year](#) page of the PRSA website for nomination instructions.

## **Tips for Preparing Your Silver Anvil Entries**

The two-page summary is the single most important component of the Silver Anvil entry. Judges evaluate the program on the merit of the four criteria — research, planning, execution and evaluation — that you share in your two-page summary. Your entry should begin with a brief situation analysis for your program. Visit [www.prsa.org/Awards/Search](http://www.prsa.org/Awards/Search) to view examples of past Silver Anvil-winning case studies.

Use the following questions to help you prepare a strong entry:

### **Research**

- What prompted the research? Was it in response to an existing problem, or does it examine a potential problem?
- What type of research did you use — primary, secondary or both? Primary research involves original research, including focus groups, interviews and surveys. Secondary research involves searching existing resources for information or data related to a particular need, strategy or goal (e.g., online computer database searches, Web-based research, library searches, industry reports and internal market analyses).
- 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**

- 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 audiences?
- What was the overall strategy used?
- What was your budget?

### **Execution**

- How was the plan executed and what was the outcome?
- How did the activities flow in general terms?
- What were the key tactics?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved?
- Were nontraditional public relations tactics used, such as advertising? (Unless you are entering this program under "Integrated Communications," advertising costs should not exceed one-third of the budget.)

### **Evaluation**

- What methods 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?

## Definitions Used In Categories and Subcategories

Use the following definitions to help you decide the most appropriate category and subcategory based on your program's objectives and audiences.

### Business-Products and Business-Services

These subcategories include all profit-making entities. A company that derives half or more of its sales from manufacturing products should enter under "Products." A company that derives half or more of its revenues by providing services, such as banks, utilities, retailers and transportation companies, should enter under "Services."

### Government

This subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities.

### Association

This subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

### Nonprofit

This subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories. It is not intended for organizations that may have nonprofit status but are clearly business organizations. Programs receiving funding or support from private or government organizations should be entered in those subcategories or "Partnerships."

### Partnerships

This subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.

### Packaged Goods

This subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries and cosmetics.

### Non-Packaged Goods

This subcategory refers to consumer products, such as clothing, appliances and furniture.

### Entry Deadlines and Fees

Early Deadline and Pay-By-Check Deadline: **Friday, Feb. 10, 2012, 5 p.m. EST** (in-hand)

The regular entry fee of \$295 for PRSA members and \$395 for nonmembers will be charged for each entry received by the early deadline. All entries being paid for by check are due by the early deadline, and incur a \$25 processing fee per entry.

Final/Late Deadline: **Friday, Feb. 24, 2012, 5 p.m. EST** (in-hand)

Entries received after the early deadline will incur a \$75 late fee per entry. Entries must be received no later than 5 p.m. EST (in-hand) on Feb. 24, 2012, and be paid for by credit card, only (if submitted after Feb. 10, 2012).

### All entry fees are non-refundable.

If receipt of entry is required immediately, send your entry by traceable delivery. Finalists in each category will be notified in late March 2012, and will be posted online at [www.prsa.org](http://www.prsa.org).

### Need Help Preparing Your Entry?

Visit the [Awards page](#) of the PRSA website, where you can:

- Give your research an edge with access to our database of Anvil Award-winning case studies.
- View video highlights from the PRSA Professional Development workshop, "Anvil Thinking: The Route to Award-Winning Work," led by longtime Silver Anvil judges and past recipients **Sean Curry**, partner and CFO, c3 Communications, and **Sherry Goldman**, president, Goldman Communications Group. This video will show you how to prepare a Silver Anvil entry that gets noticed by teaching you the secrets of success, including using research to develop clear objectives, creating a winning strategy and providing clear benchmarks for evaluation.
- Email us at [awards@prsa.org](mailto:awards@prsa.org). We will answer your questions or connect you with someone who can provide further guidance on preparing your Silver Anvil entry.
- Join the Silver Anvil conversation on Twitter: [#PRSANVIL](https://twitter.com/PRSANVIL)

### **Silver Anvil Entry Checklist**

Remember to enclose the following:

- Printed online entry form (one per entry).
- Check, if applicable. (Note that all checks are due no later than **Feb. 10, 2012**. There is a \$25 processing fee per each entry paid by check.)
- Entry in one binder (not to exceed three inches thick). Do not submit DVDs/videos or pages in sheet protectors.
- Two-page summary. (Minimum of 10-point typeface and one-inch margins.)
- 100-word description.

Mail your binder, completed entry form, two-page summary, 100-word description and payment (if not paying by credit card) to:

PRSA Silver Anvil Awards  
33 Maiden Lane, 11th Floor  
New York, N.Y. 10038

Entries are not returned and become the property of PRSA. Winning entries are kept for professional reference in the PRSA Professional Resource Center. The decisions of the judges are final.