



PEGASUS AWARDS

PRSA DALLAS CHAPTER

**2020 PEGASUS AWARDS
CALL FOR ENTRIES**

About the Pegasus Awards

PRSA Dallas presents its Pegasus Awards to recognize the most outstanding public relations and strategic communication efforts in the Dallas area and to provide a constructive critique by a distinguished panel of judges for each entry. Both PRSA Dallas members and non-members are invited to submit entries.

Pegasus Awards History

The red Pegasus stands on top of the Magnolia Hotel as a magnificent icon that has held legendary status in Dallas for decades. And now, as it did in the past, the Pegasus is an icon that symbolizes public relations excellence in Dallas and North Texas. PRSA Dallas has honored excellence in public relations for the last several decades.

Entry Overview

The Pegasus Awards has three tiers: 1) Programs, 2) Projects and 3) Special Awards. Category descriptions can be found on page 4. Here are some important details about the awards:

- All entries and entry materials will be submitted digitally online.
- Program entries should include a two-page summary plus any appropriate supporting documentation.
- Project entries should include a one-page summary plus any appropriate samples of work.
- Summaries should address the four facets of any successful campaign — research, planning, execution and evaluation.
- Project and program entries can earn up to 50 points:
 - 0-10 points for each of the four facets of a campaign
 - 0-10 points for judge's overall impression
- Consistent with the national PRSA awards, one Pegasus Award and up to three

Awards of Honor may be awarded in each category.

- Judges will have the option to decide if none of the entries merit a Pegasus Award or an Award of Honor.
- A “Best in Show” will also be honored for the highest scoring entries among the Program and Project categories.
- Some Special Awards may have a different deadline. Entry requirements for Special Awards can be found on page 6.

What's in it for You?

Besides having pride in your work, there are a few more reasons you should enter the Pegasus Awards:

- Bragging Rights! Add your recognition to your resume and LinkedIn profile. Gain additional budget for programs and a “seat at the table” more often.
- Earn APR maintenance credits.
- Learn from the process and from the judges' comments to better yourself and your work. You can even use the feedback to tweak your entry to submit for a Silver or Bronze Anvil, one of the national PRSA Awards.
- Support the sustainability of the profession.

Pegasus Awards Questions

Questions can be directed to the PRSA Dallas Awards and Honors Committee by email at prsadallasawards@gmail.com.

Entry Instructions

Entry deadline is Thursday, October 15, 2020, at midnight CDT.

Entries must have been produced between July 1, 2019, and June 30, 2020.

Entry Cost

PRSA Dallas members: \$100 per entry

Non-members: \$125 per entry

Special Awards: \$50-100 per entry

Entry fees will be paid online using the online submission form at www.prsadallas.submittable.com/submit.

Only credit card payments will be accepted.

Entry Instructions

- All entries, entry materials and fees must be submitted digitally online at www.prsadallas.submittable.com/submit.
- You may enter as many categories as you like. However, entering the same program into multiple categories is not recommended.
- Complete programs should be entered into one of the program categories.
- Individual tactics of a submitted complete program may also be entered into a project category.

The single most important component of your entry is the summary.

The summary should be two pages max for a program and one page max for project. It should be typed using no smaller than a 10-point typeface and one-inch margins. The summary should address the four facets of any successful campaign:

1. Research, including formal or informal methods used. If research is not available, explain what research you would have included and what insights you would have sought;
2. Planning, including clearly stated objectives and strategy effectiveness;
3. Execution, including quality of techniques used, creativity and resourcefulness, including budget parameters, timing, etc. where applicable;
4. Results, including objectives reached, results obtained and analysis/evaluation of your results.

For both programs and projects, include supporting materials (when possible or specified). Entries should be saved as one PDF document per entry. You may insert title pages for each section of your entry. Video (.WAV files) or audio files (.MP3) may be included as separate files; however, links to video or audio would be preferred to avoid additional files.

Judging Entries

We've partnered with another Chapter, PRSA Phoenix, to judge our project and program award entries to ensure objectivity. The judges, at least one of whom likely will be an APR, are encouraged to give each entry thoughtful, written feedback. This means even if you don't win an award, you will benefit from the constructive comments of other professionals, improving your work and your chances of winning in the future.

Program entries are defined as multifaceted campaigns that use several strategies and tactics to reach an objective. These include special events, social media programs, marketing communications efforts and more. The professional programs categories are as follows:

PG-1: Community Relations

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. Programs designed to promote products should be entered in the Marketing Communications category.

PG-2: Reputation / Brand Management

Includes 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. Programs designed to launch or promote products should be entered in the Marketing Communications category.

PG-3: Events and Observances – One month or less

Includes programs or events scheduled for one month or less (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 month.

PG-4: Internal Communications

Includes programs targeted specifically to special publics directly allied with an

organization, such as employees, members, affiliated dealers and franchisees.

PG-5: Marketing Communications

Includes programs designed to introduce new products/services, or promote existing products/services to a particular audience.

PG-6: Crisis Communications

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

PG-7: Public Affairs

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.

PG-8: Public Service

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

PG-9: Most Effective Campaign Under \$10,000 Budget

Effective campaign delivered within parameters of a limited budget. This does not include staff time and overhead.

Project entries are defined as a single tactic developed as an individual component of a comprehensive campaign. These include media relations, social media applications, and collateral materials. The projects categories are as follows:

PJ-1: Media Relations

Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Upload or provide YouTube/Vimeo links to any television or radio coverage. Separate .WAV or .MP3 files may be submitted if needed.

PJ-2: Social Media

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

PJ-3: Publications (print or digital)

Publications designed, written and published information to target audiences while supporting an organization's overall objectives. Scans or original digital files are acceptable but should be included in the single, merged PDF document. Includes but is not limited to annual reports, newsletters, brochures and magazines.

PJ-4: Digital Communications

Development and distribution of digital communications to target audiences while supporting an organization's overall objectives. Includes but is not limited to videos, websites, podcasts, webcasts, blogs, online newsrooms and mobile apps.

PJ-5: Most Effective Influencer Promotion

Influencer marketing focuses on an individual the audience sees as a trusted source of information and which can be differentiated far better than through advertising or content marketing. How did you ensure maximization of your ROI with these highly targeted consumers?

Entry Checklist

- Entry form and payment on www.prsadallas.submittable.com/submit
- One- or two-page summary, support materials as single PDF
- High-resolution company logo (JPEG or PNG)
- WAV or MP3 files (if required)
- High-resolution photo to accompany your award (JPEG or PNG)

Special Awards are for individual and group recognition. They are not based on a project or program. The Special Awards categories are as follows:

PR Pro of the Year

This award recognizes the career achievements of a seasoned communicator, with an emphasis on the accomplishments earned over the past 12 months. Entries must include entry form found online at www.prsadallas.submittable.com/submit, \$50 entry fee, one letter of recommendation, one-page summary including achievements and bio, and high-resolution headshot. Nominees do not have to be PRSA Dallas members. The recipient is selected by a judging panel appointed by the PRSA Dallas Awards and Honors Committee.

Young PR Pro of the Year

This award recognizes a rising communicator, with less than six years of experience, who has demonstrated commitments to leadership and to advancing the profession. Entries must include entry form found online at www.prsadallas.submittable.com/submit, \$50 entry fee, one letter of recommendation, one-page summary including achievements and bio, and headshot. Nominees do not have to be PRSA Dallas members. The recipient is selected by a judging panel appointed by the PRSA Dallas Awards and Honors Committee.

Small Corporate or In-House Team of the Year

This award recognizes the achievements of a corporate or in-house team of 25 or less with an emphasis on accomplishments earned over the past 12 months. Entries must include entry form found online at www.prsadallas.submittable.com/submit;

\$100 entry fee; one letter of recommendation; two-page summary of pertinent information about why your team deserves to be recognized, including team size, overall business and communication goals for the organization, PR objectives and results, use of external resources and other achievements; and team photo. At least one team member must be a PRSA Dallas member. The recipient is selected by a judging panel appointed by the PRSA Dallas Awards and Honors Committee.

Large Corporate or In-House Team of the Year

This award recognizes the achievements of a corporate or in-house team of more than 25 with an emphasis on accomplishments earned over the past 12 months. Entries must include entry form found online at www.prsadallas.submittable.com/submit; \$100 entry fee; one letter of recommendation; two-page summary of pertinent information about why your team deserves to be recognized, including team size, overall business and communication goals for the organization, PR objectives and results, use of external resources and other achievements; and team photo. At least one team member must be a PRSA Dallas member. The recipient is selected by a judging panel appointed by the PRSA Dallas Awards and Honors Committee.

Small Agency of the Year

This award recognizes the achievements of a communications agency with 25 or less employees with an emphasis on accomplishments earned over the past 12

months. Entries must include entry form found online at www.prsadallas.submittable.com/submit; \$100 entry fee; one letter of recommendation; two-page summary of pertinent information about why your team deserves to be recognized, including team size, overall business and communication goals for the organization, PR objectives and results, use of external resources and other achievements; and team photo. At least one team member must be a PRSA Dallas member. The recipient is selected by a judging panel appointed by the PRSA Dallas Awards and Honors Committee.

Large Agency of the Year

This award recognizes the achievements of a communications agency with more than 25 employees with an emphasis on accomplishments earned over the past 12 months. Entries must include entry form found online at www.prsadallas.submittable.com/submit; \$100 entry fee; one letter of recommendation; two-page summary of pertinent information about why your team deserves to be recognized, including team size, overall business and communication goals for the organization, PR objectives and results, use of external resources and other achievements; and team photo. At least one team member must be a PRSA Dallas member. The recipient is selected by a judging panel appointed by the PRSA Dallas Awards and Honors Committee.

Pegasus Awards Best of Show

Best of Show will be awarded to the entry judged to be the most effective and creative in achieving its goals and objectives. An award will be given in Programs and in Projects.

Norm Teich Award

PRSA Dallas established the Norm Teich Award in 1989, the year after his death, to honor his commitment to the betterment of the Dallas community. The award is given each year to a PRSA Dallas member who demonstrates Norm's drive and involvement in volunteerism and community service. A call for nominations will be announced separately in the PRSA Dallas newsletter. The recipient is chosen by the current Chapter president.

President's Award for Outstanding Service to the Chapter

PRSA Dallas annually recognizes a member who has gone above and beyond to serve the Chapter this year. The recipient is chosen by the current Chapter president.