



## Phoenix 2018 Copper Anvil Call for Entries

**Early Bird Deadline:** Monday, July 2, 2018 - Save \$20

**Final Deadline:** Friday, July 27, 2018

The Copper Anvil Awards was established by the Phoenix Chapter of the Public Relations Society of America to encourage and recognize excellence in public relations in our community. Today, a Copper Anvil Award is considered one of the highest honors in the industry. Over the years, hundreds of winning programs have solved problems, changed opinions and created business opportunities.

### Eligibility

The 2018 Copper Anvil Awards is open to all public relations and related industry professionals in Arizona. To be eligible, at least some part of the project must have occurred in 2017 and have been completed by May 31, 2018.

### Criteria

Entries are not judged against others in the same category. Instead, all entries are judged on a 20-point scale, 5 points in each of the following categories: research, planning, execution and results. Each entry will be judged by three judges. Judges' scores will be combined for a total of 60 possible points per entry. Entries receiving 52 or more points are eligible for a Copper Anvil; entries receiving 42 - 51 points are eligible for an Award of Merit. The judges may award multiple winners or no winners, based on the total points each entry receives. Judges reserve the right to move entries to alternative categories that they believe to be more appropriate. All judging is conducted by another PRSA chapter located in the U.S. The decision of the judges is final. PRSA Phoenix reserves the right to exclude any entry for any reason.

All entries and support materials must be submitted online via Dropbox. No hardcopy entries will be accepted.

### Entry Fees:

- **Early Bird Savings:** \$65 for Members, \$75 for Non-members.  
Early bird entries must be uploaded to Dropbox by 3 p.m. on Monday, July 2, 2018.
- **Final Deadline:** \$85 for Members, \$95 for Non-members.  
Entries must be uploaded to Dropbox by 12 p.m. on Friday, July 27, 2018.

**No late entries will be accepted.**

### Winner Notification:

Copper Anvil and Award of Merit recipients will be announced at the Copper Anvil Awards presentation on Sept. 27, 2018.

### Questions?

Kristin Hege, 2018 Copper Anvils Chair  
480-540-6496 / [Kristin@wiredprgroup.com](mailto:Kristin@wiredprgroup.com)

### Entry Guidelines for Campaigns and Tactics

- You may submit as many entries as you wish, but each entry must be accompanied by a separate entry form and payment.
- At least some part of the project must have occurred in 2017 and been completed by May 31, 2018.
- Each entry must include a concise summary of no more than two pages addressing the four criteria-- research, planning, execution, and evaluation. **The two-page summary should be typed using no smaller than 10-point font and one-inch margins.** Entries not following these specifications will lose points or may be disqualified from the judging process.
- The concise two-page summary is the most important page of your entry. Each entry should begin with a **50-word synopsis** summarizing your entry and the remainder should address the following criteria. Each section is worth 5 points.

#### Research/Situational Analysis

Identify the specific public relations challenges and opportunities, define which formal or informal research methodologies were used and why, and show how your research and analysis were integrated into the program.

#### Planning

State primary public relations goals and specific measurable objectives. Identify primary and secondary audiences and list them in order of importance. List resources available (or limitations) including budget, time and personnel.

#### Execution

Describe the techniques and approaches used, why they were used and difficulties encountered in achieving the program's objectives. Budget figures must be included here.

#### Results/Evaluation

Measure and evaluate results against objectives. Outcomes can be measured utilizing a variety of techniques, such as surveys, attendance at events, informal feedback, and correspondence from customers, employees and management, news articles and letters to the editor.

- Entries should include any supporting materials referenced in the two-page summary.
- A company logo, client logo and/or project logo (EPS and JPG versions) must accompany each entry.
- Make sure that all of your materials are labeled with Entrant's Name, Organization, Category and Subcategory, if applicable.

## Entry Guidelines for Organization Award Submission

- You may submit as many entries as you wish, but each entry must be accompanied by a separate entry form and payment.
- **The two-page summary should be typed using no smaller than 10-point font and one-inch margins.** Entries not following these specifications will lose points or may be disqualified from the judging process.
- The two-page summary **must include** in bullet-list form up to ten (10) of the chief accomplishments of the agency, team or individual since the beginning of 2017.
- The concise two-page summary is the most important page of your entry and should address the following criteria.

### Overview

Provide a brief overview of the agency, team or individual, including practice areas in which the organization operates and a list major accounts and/or top campaigns executed in 2017.  
(500-word max) 5 points

### Achievements

In bullet list form, include up to 10 agency or individual achievements in 2017. 10 points

### Client Testimonials and Team Photo\*\*only for agency and team submission

Include at least one client testimonial and one high resolution team photo. 5 Points

### Letter of Recommendation and Headshot \*\*only for Up and Comer Award

Include at least one letter of recommendation and high resolution headshot. 5 Points

- Entries should include any supporting materials referenced in the two-page summary.
- A company logo, client logo and/or project logo (EPS and JPG versions) must accompany each entry.
- Make sure that all of your materials are labeled with Entrant's Name, Organization, Category and Subcategory, if applicable.

### To Submit Via Dropbox:

- Go to <https://www.eventbrite.com/e/prsa-phoenix-copper-anvil-entry-fee-tickets-46866529050> and pay for your submissions.
- Once paid, please email [Kristin@wiredprgroup.com](mailto:Kristin@wiredprgroup.com) and ask us to share our Copper Anvil Dropbox folder with you. Once we confirm your payment, **within 24 hours**, we will send you an invitation to a shared Dropbox folder where you can upload your entries.
  - Please email us from the email address tied to your Dropbox account.
  - Please take note that it will take up to 24 hours to receive access to Dropbox. Please ensure you allot enough time to pay and upload your files before the final deadline.
- Within the shared folder, **create a new folder for each entry**. Please label each folder with the name of the company/organization and the entry category (for example: "My Client Company, C1" or "My Company, T3a").

- **Remember**, a separate Entry Form must be included with every entry.

### Entry Checklist

- Each entry folder in Dropbox should contain the following:
  - Completed Entry Form
  - Two-page summary
  - Any supporting materials
  - 50-word synopsis, if required by category
  - Company, client and/or project logo
  - Client testimonial, if required for category
  - Letter of recommendation, if required for category
  - Photos, if required by category
- Payment via <https://www.eventbrite.com/e/prsa-phoenix-copper-anvil-entry-fee-tickets-46866529050>

**Deadline and Fees:** No late entries will be accepted. Entry fees are non-refundable.

- **Early Bird Savings:** \$65 for Members, \$75 for Non-members.  
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### SAVE THE DATE!

Please plan on attending the 2018 Copper Anvil Awards event on **Thursday, Sept. 27**. Event registration will open in July.

## 2018 Copper Anvil Award Categories

### **CAMPAIGNS:**

*A campaign is characterized by a broad range of separate, although consistent and related elements implemented over time. A campaign can include several elements listed in Tactics (single item), as well as other collateral materials.*

**C1. 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.

**C2. Corporate Social Responsibility** - Programs that demonstrate consistency and agreement among an organization's values, vision, practices and performance to a wide range of constituencies.

**C3. Crisis Communications** - Programs that deal specifically with crisis situations, disasters or emergencies.

**C4. Financial/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.

**C5. Integrated Communications** - Programs that employ effective integration across all communication efforts, including public relations, digital communications and/or marketing communications.

**C6. Internal Communications** - Programs that enhance an organization's relationship with its internal publics, such as employees, donors, volunteers, and consumers.

**C7. External Communications** - Programs that create awareness or influence behavior among external publics such as customers, stakeholders and general consumers.

**C8. Digital/Social Media** - Programs that utilize digital/social media as the primary source of outreach to generate awareness or influence behavior.

**C9. Multicultural Communications** - Any type of program targeted to specific audiences (such as women, minorities, youth, etc.).

**C10. Public Affairs** - Programs to create public awareness of an issue or to affect legislation, government regulations or political action.

**C11. Reputation Management** - Programs that uphold, transform or introduce an organization's image and profile to key constituencies.

**C12. Special Events or Observances: One to Seven Days** - An event or series of events that draws attention to a product, service or commemorative occasion.

**C13. Special Events or Observances: More Than Seven Days** - An event or series of events that draws attention to a product, service or commemorative occasion.

## **2018 Copper Anvil Award Categories - continued**

### **TACTICS:**

*Tactics are characterized as individual items or components that contribute to the success of an overall program or campaign. Whether a media kit, annual report, newsletter, PSA, or speech, tactics are vital parts of any public relations program. These entries must adhere to the same requirements as Campaign submissions.*

#### **T1. Innovation & Technology**

Creative applications of digital communication to a program, presentation, media pitch, employee communication or website, etc. Include screen shots and/or clearly defined URLs.

#### **T2. Publications**

**T2a. Annual Report**

**T2b. Brochure**

**T2c. Direct Mail**

**T2d. Newsletter/Magazine, print**

**T2e. Newsletter/Magazine, electronic**

#### **T3. Publicity/Promotion**

**T3a. Media Kits**

**T3b. News Release**

**T3c. Public Service Announcement**

**T3d. Feature Story**

**T3e. Editorial/Op Ed**

**T3f. Other**

#### **T4. Special Events**

**T4a. News Conference**

**T4b. Groundbreaking/Grand Opening**

**T4c. Other**

#### **T5. Speeches/Scripts**

### **ORGANIZATION**

*New this year, we are offering three organization awards. The organization categories are broken up by individual and teams.*

**01. Agency of the Year** – Open for any agency with at least one PRSA Phoenix member. This award will showcase accomplishments for 2017.

**02. Communications Team of the Year** – This award will celebrate one team's (non-agency) accomplishments during the designated award time frame of January through December 2017. Open for any non-agency team with at least one PRSA Phoenix member

**03. Up and Comer Award** – This award will celebrate a new Pro with 1-8 years in the PR and communications industry.

This entry must be accompanied with a letter of recommendation.

**JUDGES' AWARD:**

The Judges' Award is the highest honor given by PRSA Phoenix. All award entries in the campaign category will automatically qualify for the Judges' Award. The award will be presented to the campaign that the reciprocating judging chapter feels best defines public relations excellence.



# 2018 Copper Anvil Awards Entry Form

Please include a copy of this entry form for each award entry.

## Category (Check One):

### CAMPAIGNS

- C1. Community Relations
- C2. Corporate Social Responsibility
- C3. Crisis Communications
- C4. Financial/Investor Relations
- C5. Integrated Communications
- C6. Internal Communications
- C7. External Communications
- C8. Digital/Social Media
- C9. Multicultural Communications
- C10. Public Affairs
- C11. Reputation Management
- C12. Special Events: 1-7 Days
- C13. Special Events: 7+ Days

### TACTICS

- |  |   |   |  |   |
|--|---|---|--|---|
| <input type="checkbox"/> T1. Innovation & Technology | <input type="checkbox"/> T2. Publications                     | <input type="checkbox"/> T3. Publicity/Promotion          | <input type="checkbox"/> T4. Special Events                | <input type="checkbox"/> T5. Speeches/Scripts |
|  | <input type="checkbox"/> T2a. Annual Report                   | <input type="checkbox"/> T3a. Media Kits                  | <input type="checkbox"/> T4a. News Conference              |   |
|  | <input type="checkbox"/> T2b. Brochure                        | <input type="checkbox"/> T3b. News Release                | <input type="checkbox"/> T4b. Groundbreaking/Grand Opening |   |
|  | <input type="checkbox"/> T2c. Direct Mail                     | <input type="checkbox"/> T3c. Public Service Announcement | <input type="checkbox"/> T4c. Other                        |   |
|  | <input type="checkbox"/> T2d. Newsletter/Magazine, print      | <input type="checkbox"/> T3d. Feature Story               |  |   |
|  | <input type="checkbox"/> T2e. Newsletter/Magazine, electronic | <input type="checkbox"/> T3e. Editorial/OpEd              |  |   |
|  |   | <input type="checkbox"/> T3f. Other                       |  |   |

### ORGANIZATION

- O1. Agency of the Year
- O2. Communications Team of the Year
- O3. Up and Comer Award

**Entry Title:** \_\_\_\_\_

**Start Date:** \_\_\_\_\_ **Completion Date:** \_\_\_\_\_

*(At least some part of the program must have occurred in 2017 and have been completed by May 31, 2018.)*

**Contact Person:** \_\_\_\_\_

**Company Name:** \_\_\_\_\_

**Client Name (if different from company name above):** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Are you a PRSA Phoenix:** \_\_\_\_\_ **Member?** \_\_\_\_\_ **Non-Member?** \_\_\_\_\_