



# PEGASUS AWARDS

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PRSA DALLAS CHAPTER

**2017 PEGASUS AWARDS  
CALL FOR ENTRIES**

## About the Awards

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 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 members and non-members are invited to submit entries.

### What's in it for You?

In addition to supporting your chapter and the profession, you'll earn "office cred" when you take away an award. Add it to your resume and LinkedIn profile. Claim it in your new business pitches. 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. We could go on and on...

### Go Green

The PRSA Dallas Chapter is a green awards program. Ditch your three-ring binders and save courier and shipping costs by submitting your entire entry by email as a PDF. The final deadline is **Monday, August 1.**

### Entry Requirements

Entries must have been produced between **July 1, 2016, and June 30, 2017.** You may enter as many categories as you like, but entering the same full project into multiple categories is not recommended. Full programs should be

entered into one of the program categories, and individual tactics of a submitted program may also be entered into a project category. An official entry form or copy must accompany each entry. Please include the form at the beginning of each entry.

Consistent with the national PRSA awards, one Pegasus Award and up to three Awards of Honor may be awarded in each category, though 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 two highest scoring entries among the Program and Project categories.

Program entries should include a two-page summary plus any appropriate supporting documentation, while 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. Entries can earn up to 50 points, 10 points per summary category plus 10 points for judge's overall impression.

### **\*Special Entry Requirements for STUDENTS (Must be PRSSA members)**

Students will be judged in a separate category from practicing professionals, but entries should follow the same requirements as listed above. If the program or project was not implemented or evaluated, please describe how the tactic would have been implemented and evaluated, and note on your application that the project was not carried out. All entries will be given equal weight, regardless of whether or not they were implemented.

## Entry Instructions

Prepare an outline summary (one or two pages depending on program or project, no less than 10-point type with one-inch margins) for each entry. The outline summary is the single most important component of your entry. Entries – whether program or project – will be judged on the following criteria:

1. Research, including formal or informal methods used. If research is not available, clearly 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 each entry, include support materials (when possible or specified) for both programs and projects. 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. If the PDF is too large to email, you may post it online and send a URL to the PDF. If you have questions about document submission, please contact the Awards and Honors co-chairs:

**Elizabeth Del Toro** at [deltoroe@gmail.com](mailto:deltoroe@gmail.com) or  
**Ellen Beth Levitt** at [eblevitt@yahoo.com](mailto:eblevitt@yahoo.com)

## Entry Cost

### Early Bird Deadline – Tuesday, July 18

Awards and online payments due by 5 p.m. CT  
 PRSA members only: **\$75 per entry**

### Final Deadline – Monday, August 1

PRSA members: **\$100 per entry**

Non-members: **\$125 per entry**

Students: **\$35 per entry**

Several entries can be paid by a single payment.

*To pay entry fees, visit [www.prsadallas.org](http://www.prsadallas.org) and click on the Pegasus Awards promo on the homepage. Only credit card payments will be accepted, and we must have receipt of your payment and your entry form by the stated deadlines.*

## Entry Deadline and Instructions

All early bird entries must be received by 5 p.m. CT, **Tuesday, July 18, 2017** (members only). All final entries must be received by 5 p.m. CT, **Tuesday, August 1, 2017**.

Email [prsadallaspegasus@gmail.com](mailto:prsadallaspegasus@gmail.com) with your entries and company logo in JPEG format. All entries are to be submitted electronically. No hard copies will be accepted. If you must deliver a flash drive instead of emailing, drives must arrive by the deadline to Elizabeth Del Toro, 14902 Preston Road Suite 404 -726, Dallas, TX 75254, 214-684-1574.

## Entry Checklist

- 🗑️ Completed entry form, one- or two-page summary, support materials as single PDF
- 🗑️ Company logo as JPEG (high-res)
- 🗑️ WAV or MP3 files (if required)
- 🗑️ Payment in full on [www.prsadallas.org](http://www.prsadallas.org)

## CATEGORY INFORMATION

Pegasus Awards |

### Norm Teich Award

PRSA Dallas established the Norm Teich Award in 1989, the year after Teich's death, as a way to remember the lives Teich touched and his commitment to the betterment of the city of Dallas. The award is given each year to a PRSA Dallas member who demonstrates Norm's drive and involvement in volunteerism and community service. Parties interested in nominating a colleague should look for information from Dallas PRSA in the coming months. The deadline for nominations is not the same as that of the rest of the Pegasus Awards program.

SPECIAL AWARDS

### New Member of the Year Award

PRSA Dallas annually recognizes a new chapter member who has rolled up his or her sleeves as a new member and gotten involved. The recipient is chosen by the current chapter president. No nominations are accepted.

### 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. No nominations are accepted.

### 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.



## Entry Categories | PROGRAMS

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. (Campaigns designed to promote products should be entered in Marketing Communications.)

### **PG-2: Reputation/Brand Management (proactive or reactive)**

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 Marketing Communications).

### **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 or promote new or existing products or services.

#### **PG-5A Associations, government, or non-profit audiences**

#### **PG-5B B2B**

#### **PG-5C Consumer**

### **PG-6: Crisis Communication**

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

### **PG-7: Risky Business**

This is a category that is fearless in nature and may incur risks through its inception or execution. Ideally, this type of program would be the catalyst behind some type of transformative, bold change.

### **PG-8: Digital PR Campaign**

This new category demonstrates programs that utilize digital/social media as the primary source of outreach across multiple platforms to generate awareness, influence behavior and jolt the competition.

## Entry Categories | PROJECTS

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**

**PJ-1A** Associations, government, or non-profit audiences

**PJ-1B** B2B

**PJ-1C** Consumer

Submit data on tactics, programs and events driven entirely by media relations. Submit tactics such as 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. Television or radio coverage should ideally be submitted as a link to a video hosted online, but separate .WAV or .MP3 files may be submitted if needed.

### **PJ-2: Social Media**

Use of social media, including Facebook, Twitter, Foursquare, Google+, 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.

#### **PJ-3A Annual Report**

Publications that report on an organization's annual performance. Submit one copy of the publication, along with a one-page summary.

#### **PJ-3B Brochure**

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication, along with the one-page summary.

#### **PJ-3C Newsletter/Magazine**

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues, along with a one-page summary.

## Entry Categories | PROJECTS (cont.)

### **PJ-4: Website**

Use of a website 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. Online media rooms should be for media only.

### **PJ-5: Video**

Pre-produced videos distributed to inform target audiences of an event, product, service, issue or organization. Submit URL to video along with a one-page summary citing data, usage statistics or other means of quantified measurement to support stated objectives.

### **PJ-6: Wildcard**

Any tactic that does not fit logically into the format or descriptions of other project categories.

### **PJ-7: Risky Business**

This is a new category that describes a project that is fearless in nature and may incur risks through its inception or execution. Ideally, a project in this category would be the catalyst behind some type of transformative change and was bold in nature.

## **WHO IS JUDGING THE SUBMISSIONS?**

We've partnered with an out-of-state PRSA chapter to judge our award entries, ensuring objectivity. We ask that at least one judge per entry is an APR, and we encourage judges to give each entry thoughtful, written feedback. This means that 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.