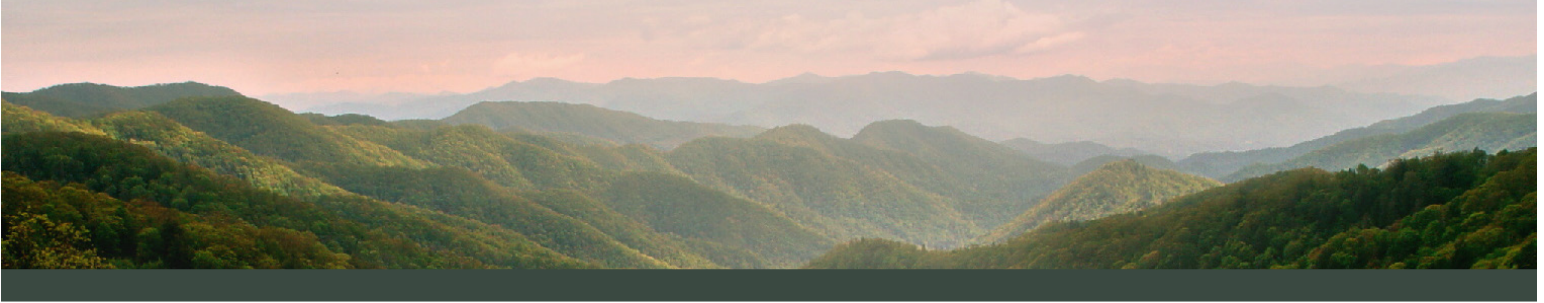


The Public Relations Association of Western North Carolina presents:



BEST

OF THE

MOUNTAINS

2010

CALL FOR ENTRIES

The PRAWNC 2010 Annual Awards Program recognizes excellence in public relations and marketing communications in Western North Carolina.

Our goal is to celebrate and gain recognition for the work of public relations, marketing and design professionals in our region.

“Best of the Mountain” Awards will be given in two divisions: In-House and Agency for each category and subcategories.

To be eligible, the campaign, initiative or project must have taken place between September 1, 2009 and August 31, 2010.

Deadline: All entries must be received by Monday, September 13, 2010.

Winners will be honored during an awards dinner at Pack’s Tavern on Thursday, October 21 from 6 to 8 p.m.

Please mark your calendars for this exciting event. Invitations to follow.



BEST OF THE MOUNTAINS 2010

Eligibility

To be eligible for the Best of the Mountains Awards you must be employed in a Public Relations, Marketing or Communications field in Western North Carolina or have been contracted by a business/company who resides in the WNC region. Entry is not limited to PRAWNC members. Entries must have been produced between September 1, 2009 and August 31, 2010.

Awards

One "Best of the Mountains" Award is selected in each category and per subcategory for both Agency and In-house divisions. All organizations may enter any and all categories as many times as desired. Entries entered in multiple categories will require a separate entry form / fee for each submission. PRAWNC reserves the right to reclassify entries incorrectly submitted. Awards will be given to entering agencies only. Agencies are responsible for notifying and acknowledging their clients of the award.

Judging

The PRAWNC Awards are judged by a panel of creative, marketing and public relations professionals from throughout the Southeast along with assistance from representatives from the PRAWNC Board of Directors.

"In-House" Entries

Entries for the "In-house" division may be submitted by the client for work produced inhouse without the services of an outside agency or PR firm. Projects with content primarily authored by the client and production assistance from artists, production houses, Web programmers and other subcontractors, may also be submitted by the client.

"Agency" Entries

Entries for the "Agency" division may be submitted by advertising agencies, public relations firms, designers and all communications professionals who produced work on behalf of outside clients.

Fees (per entry)

PRAWNC Member \$35

Non-member \$90

Participants may become a member of PRAWNC for a \$50 annual fee. By joining at this time, entrants may compete at the member fee. See Entry Form.

Submission Requirements

All entries must be received by 5 p.m. on **September 13, 2010** and can be mailed or hand delivered to:

CarePartners

Attn: Amy Fowler

68 Sweeten Creek Rd.

Asheville, NC 28803

Please provide a JPEG file of your submission (72 dpi) and a 50 word description of your project. This digital file and description will be used during the awards presentation as well as on the PRAWNC website if it wins. The description may include your website for linkage.

Please attach to your entry a one-page summary with the following information:

- Objectives
- Target Audience
- Research/Strategy/Tactics/Execution
- Approximate Budget (All budget information is strictly confidential and will not be published w/o expressed permission.)
- Evaluation of Success
 - Results (as it relates to category you enter)
 - ROI (Return on Investment)
 - PR results as documented by, Sales Figures, Media Coverage, Clippings, Photos, Research, Documents, Testimonials.

All entries must be original materials. Photocopies will not be accepted. Entries will not be returned unless by prior arrangement.

Entry Tag and Entry Form

Complete and securely attach an Entry Tag to the front of mounted entries and the back of unmounted entries. Itemize all

entries on Entry Form and include with entries being shipped.

Print Preparation

Two-sided items such as brochures and annual reports should be unmounted for ease of handling, with Entry Tag on back. Mount single-sided entries such as print advertisements, press releases, photos, clippings, etc. on single-weight black mat board with a 1" border. Attach an Entry Tag to front lower right corner. Submit a mounted 8"x10" color photo or quality color copy for oversized entries such outdoor boards and transit cards. Print Campaigns needing more than one board should be securely fastened or hinged accordion style (z-fold with black tape binding) or stack and securely clip or band together.

Television/Radio Preparation

Submit television commercial/broadcast entries on DVD-R as MPEG video file in NTSC format with no coding or US region I coding. One spot/segment per DVD or cassette except campaign entries. Submit Radio entries on CD only. One spot per CD except campaign entries. Attach an Entry Tag to the CD sleeve/jewel case. Submit DVD and CD-ROM entries with Entry Tag attached to the front of the case. If Macintosh® or Windows® version, please specify on label.

Online Marketing

For Web sites, e-newsletters and other Web-based entries, submit URL along with an 8.5" x 11" color screenshot of home page for reference. Submit emails and on-line promotions as a color print or on a zip disc or CD-ROM with an 8.5" x 11" color screenshot. Attach Entry Tag to front of sheet.

Entry Checklist

- ___ Completed Entry Form
- ___ Digital File of Entries
- ___ Entry Tag affixed to submission
- ___ Entry Summary
- ___ Entry Fee

CATEGORIES

1. Public Service/Advocacy

This includes a single entry or campaign that showcases encouragement, public support or action in the solution or remedy of problems which are common and/or of general interest or concern. It also includes programs that advance public understanding of a societal issue, problem or concern.

- 1a. Campaign
- 1b. Single Entry

2. Media Relations

This category recognizes an overall campaign whose primary objective was to influence the media. These campaigns may include individual components eligible in other categories (like Media Event), but are representative of a complete campaign using a variety of tactics to reach the press.

3. Online Marketing

These initiatives/campaigns are those conducted primarily online, though they may include offline support. Items submitted for this category will be awarded in the following subcategories:

- 3a. Websites
- 3b. E-Newsletters
- 3c. Social Media (this includes use of Facebook, Twitter, blogs, forums and other social media outlets.)

4. Brand/ Marketing Campaigns

Recognizes a highly effective campaign in which a brand or product is enthusiastically received by its target audiences, where the essence of the product or purpose of the company is effectively conveyed via the campaign. This category also recognizes a company's efforts to effectively incorporate a variety of PR, Marketing and/or Advertising elements.

- 4a. Branding or Other Campaign

5. Publications

Communication/ Marketing pieces created and designed to solicit response from a targeted audience. This can be a single communication or a series. Awards will be given in the following sub-categories:

- 5a. Publications (Print)
- 5b. Brochures
- 5c. Newsletters
- 5d. Annual Reports
- 5e. Magazines

6. Crisis Management

Communications surrounding any crisis, from product recalls to executive malfeasance, are eligible in this category. These include programs undertaken to deal with an event or issue that has had or may have had an extraordinary impact.

7. Multi-Media Communication

The use of multi-media technology to produce traditional public

relations tactics. Entries such as electronic press kits, non-broadcast videos, video-blogging, pod-casts, photography projects, etc., must include tactics used to reflect quality, execution and technical excellence.

8. Special Event

Events such as press conferences, media tours, grand openings, product launches and celebrations are all examples of acceptable entries into this category. Entries should exhibit creativity in planning and implementing the event with measurable results.

9. Advertising Campaign

This category recognizes a company or agency's efforts to effectively incorporate a successful Advertising campaign. This can include a single ad or series. Awards will be presented in the following sub-categories:

- 9a. Print/Direct Mail
- 9b. TV
- 9c. Radio
- 9d. Outdoor / Transit
- 9e. Complete Campaign Using Various Media

10. Public Relations Writing

Submit text of written piece as well as documentation of publication and placement. Judges will take into account creative writing, overall style, and whether the piece met its overall mission.

- 10a. Press Release/Feature Story/Op-ed

11. Public Relations Campaign

This category recognizes a company or agency's success in effectively utilizing a public relations campaign that promotes a particular event, product or facilitates brand awareness. An effective campaign will incorporate a variety of tactics in an innovative manner.

12. Student Project

This category is open to students currently enrolled in a Marketing/PR or Communications field in one of Western North Carolina's colleges/universities. Submissions may include content from any of the categories listed above.

ENTRY FORM

Company Name _____ Contact Person _____

Address _____ City/State/Zip _____

Phone _____ Fax _____ E-mail _____

Fees (per entry): PRAWNC member \$35, non-members \$90 per entry

Membership

You or your organization can become a member of PRAWNC for \$50 annually. By joining at this time you may enter the competition at the member fee. To join or renew your membership, check the appropriate box below.

New Membership Membership Renewal Fee _____

Entries

<input type="checkbox"/> In-house Division	<input type="checkbox"/> Agency Division Category _____	Title of Entry _____	Fee _____
<input type="checkbox"/> In-house Division	<input type="checkbox"/> Agency Division Category _____	Title of Entry _____	Fee _____
<input type="checkbox"/> In-house Division	<input type="checkbox"/> Agency Division Category _____	Title of Entry _____	Fee _____
<input type="checkbox"/> In-house Division	<input type="checkbox"/> Agency Division Category _____	Title of Entry _____	Fee _____
<input type="checkbox"/> In-house Division	<input type="checkbox"/> Agency Division Category _____	Title of Entry _____	Fee _____
<input type="checkbox"/> In-house Division	<input type="checkbox"/> Agency Division Category _____	Title of Entry _____	Fee _____
<input type="checkbox"/> In-house Division	<input type="checkbox"/> Agency Division Category _____	Title of Entry _____	Fee _____

Make all checks payable to PRAWNC

Total Entry Fees & Membership \$ _____

Please attach your payment to this form. Please copy this form if you require additional space.

All entries must be received by September 13, 2010.

PRAWNC reserves the right to re-classify submissions that have been incorrectly entered.

Questions? Please contact Sherri McClendon via e-mail (Sherri.McLendon@gmail.com) or visit our website at www.PRAWNC.org.

ENTRY TAG In-house Division Agency Division
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