

## GUIDELINES AND JUDGING CRITERIA

The 16<sup>th</sup> edition of the PRSK Awards for Excellence will be held on 25<sup>th</sup> November, 2016 at the InterContinental Hotel Nairobi. The PRSK Awards have continuously endeavored to recognize and reward PR practitioners who have showcased successful delivery of strategic, creative and professional public relations campaigns.

The awards are open to members and non – members drawn from business enterprises, associations, private and government bodies as well as students pursuing pr/related studies. The PRSK Awards reflect the level of competitive services offered in the Kenya PR industry and are aligned with the International Public Relations Association (IPRA) Golden World Awards and Sabre Awards.

### GUIDING PRINCIPLES

1. Create a platform to honor and recognize outstanding contributions in the public relations & Communication Management industry in Kenya
2. Honoring leadership, service, knowledge and practice in PR & Communication Management
3. Promoting the good name, image and reputation of PRSK
4. Open communication about the awards, the selection criteria and process

### AWARDS PROCESS

STAGE	ACTION	DATE
Stage 1	Launch of Awards Guidelines	26 <sup>th</sup> August
Stage 2	Review of Award Guidelines and Compilation of Entries	26 <sup>th</sup> August – 10 <sup>th</sup> November
Stage 3	Final Day for uploading and handing over of entries to PRSK	10 <sup>th</sup> November
Stage 4	Judging and Evaluation of nominated entries	14 <sup>th</sup> – 19 <sup>th</sup> November
Stage 5	Award Ceremony	25 <sup>th</sup> November

### AWARDS SCOPE

The 2016 awards are divided into three sections and may address projects targeting other countries but the entrant must be Kenya based and must relate primarily to work carried out between September 2015 and November 2016. The categories are as below:-

1. **PR Campaigns – Ten Categories**
2. **Supplementary Awards - Two Categories**
3. **Honorary Categories – Two Categories**

# PR CAMPAIGN CATEGORIES

## 1. MEDIA RELATIONS CAMPAIGN OF THE YEAR

The field will address the best use of media relations and campaigns capturing the imagination of targeted media. Judges will be looking for evidence on how the campaign met the objectives of the client or project.

## 2. CONSUMER RELATIONS CAMPAIGN OF THE YEAR

Critical in this category is the role that PR played in the strategic development and implementation of the campaign. This covers projects undertaken in such areas as ethical and consumer healthcare, marketing communications e.g. personal finance, FMCG and consumer durables, and youth marketing. The judges will look for the most effective communications awareness campaign aimed at the consumer, methodologies employed to reach the audience and impact of the campaign against set objectives.

## 3. PUBLIC AFFAIRS CAMPAIGN OF THE YEAR

Entries should relate to the most effective use of PR to change or enlist political or public opinion utilizing either lobbying or broader grassroots public affairs tactics including media. The target audience should be clearly identified. Where advertising has also been utilized in the campaign, the judges will look for evidence of the role and result of public affairs and lobbying.

## 4. PR EVENT OF THE YEAR

This relates to the development and communication of a promotional event or one off project. Entries could cover hospitality activities, publicity events, concentrated openings, commemorations, created events and conferencing. You must provide evidence that the use of the activity has been orchestrated by the PR function. A clear objective for the choice of medium and its role within the overall PR strategy must be given. The total cost of the event and of exploitation activity accompanying it must be shown and there should be clear evidence of the effectiveness of the activity. The following details should be included; size of the event/activity and whether it stood alone or was part of a larger campaign

## 5. SOCIAL RESPONSIBILITY CAMPAIGN OF THE YEAR

Entries should portray projects designed around a corporate social responsibility policy on community involvement, social, ethical and reputation issues. The judges will look for a strategic approach to the development of activity, evidence of success in building corporate reputation, enhancing company positioning or achieving other organizational goals. Tangible benefits to the communities in which the organization operates will also be taken into account, although the level of resources allocated to the project will not be material in selecting the winner.

## 6. INTERNAL COMMUNICATION CAMPAIGN OF THE YEAR

For a creative internal communication campaign that engaged and informed personnel

## 7. NEW MEDIA PR CAMPAIGN OF THE YEAR

This category will recognize the sole effective use of new media that include but not limited to Websites, Blogs, Social Media (Facebook, Twitter, Instagram) SMS, Whatsapp for the execution of a public relations and communication management campaign for either business-to-business or consumer campaigns.

## 8. PUBLIC SECTOR CAMPAIGN OF THE YEAR

Open to Government Ministries, Departments, Parastatals and Local Authorities and other public sector agencies. This award will be given for the most effective campaign or communications programme on a single topic e.g. health, road safety, crime etc.

## 9. NOT FOR PROFIT CAMPAIGN OF THE YEAR

This category will recognize the most effective communication programme or campaign for or by a charity, voluntary or not for profit organization. Particularly, attention should be paid to the impact and cost effectiveness of the campaign, and in the case of fundraising activities to the monies received set target.

## OVERALL PR CAMPAIGN OF THE YEAR

The PR Campaign of the Year Award is the show stopper and ultimate prize for the Excellence Awards. It is weighted and battled out by all the winning category entries. To clinch this title, the winning entry must have exhibited outstanding creativity in public relations as well as campaign outcomes and or impact. It will have showcased to the judges the following:-

- 1) Use of public relations & communication research to set campaign objectives
- 2) Ground communication strategies on SMART objectives and sound evidence
- 3) Alignment of the campaign with business/policy objectives; and
- 4) Strengthened capacity within the organisation (including skills, information systems and decision making)

# SUPPLEMENTARY AWARDS

## 1. BEST CORPORATE PUBLICATION

This targets printed materials produced regularly by or on behalf of an organization and show excellence and imagination in communication with stakeholders either in print or electronic format. This may include internal publications such as staff newsletters and magazines as well as consumer publications and brochures. For monthly, bimonthly, quarterly publications, all issues of the year should be included together with details of how and where the publication was circulated and a circulation figure. The budget should be broken down into editorial, production and distribution costs.

### JUDGING CRITERIA:

1. Editorial objectives in relation to the overall goal of the organization
2. Design and typeface (logo, headlines, text type, printing quality)
3. Layout and Format (design unity, layout, readability, cover)
4. Photography and Art (composition and content, technical quality)
5. Content (lead story, variety, reader interest)
6. Writing and Editing (language, composition, headlines, text)
7. Frequency and consistency of publication per year e.g. Monthly, Bi-monthly, quarterly, yearly (all issues for the year must be submitted with the entry form)
8. Pagination (minimum of 8 pages for A4 and 4 pages for A3 magazines)
9. Circulation and reach

NB: Use of color WILL NOT be a factor in judging

## 2. YOUNG COMMUNICATOR OF THE YEAR

Open to full time students pursuing public relations or related courses. Entrants will be required to design a public relations campaign based on a theme of their choice. This award is designed to encourage students to advance professionalism.

### JUDGING CRITERIA:

Entrants should be full time student pursuing PR and/or related courses and should attach a letter of proof from their respective colleges or universities with their entries. Group entries will be disqualified. Interpretations will be judged based on:

1. Originality of concept, initiative, drive, Excellence pursuit
2. Understanding of the topic, Defining the target audience
3. Formulation of campaign , Implementation
4. Budget formulation, Communication strategy
5. Measurement criteria of success of the campaign
6. Overall creativity, Research carried out
7. Grammar usage, Illustrations

## HONORARY AWARDS (NON COMPETITIVE)

### PRSK GOLDEN HONOURS AWARD

This category will recognize member(s) who significantly contribute to advancing PRSK's objectives. It is the Society's highest individual and lifetime achievement award. It is presented to a public relations practitioner and PRSK member whose accomplishments have made a major contribution to the profession, has inspired fellow practitioners professionally and personally, has increased the common good and reflected credit on the Society. To avoid conflict of interest, sitting officials and committee members of PRSK are not eligible to receive this award during their term in office. The award will be given at the discretion of the Executive Committee who will make nominations and endorse such nominations. The award is not contestable.

#### Nomination Criteria:

1. Achievements of the nominee
2. Service to the Society through his/her professional achievements
3. Experience and reputation in the profession
4. Effective participation at Society's activities
5. Awards and accomplishments of relevance
6. Leadership qualities in Society; positions held and scope of activity

### PRSK SHEPHERD HONOURS AWARD

This category recognizes outstanding support rendered by any organization towards the development agenda of the Society and by extension the Public Relations Industry. The award is given at the discretion of the Executive Committee and is not contestable.

# JUDGING CRITERIA FOR PR CAMPAIGNS CATEGORIES

EACH OF THE ENTRIES WILL BE JUDGED ON THE BASIS OF ITS COMPETENCE IN THE FOLLOWING FIVE AREAS.

## 1. DEFINING PR PROBLEM/OPPORTUNITY

Nature of the company or institution for which the programme was conducted. Specific problem or opportunity addressed by the campaign. Why this project was initiated and the strategic importance to the Organization.

## 2. RESEARCH

Entries should show the effective use of research in providing materials for the campaign and further indicate if primary or secondary research was used to define the problem or opportunity and to determine approaches likely to achieve the programme's objectives.

## 3. PLANNING PROCESS

Statement of objectives and establishment of measurable criteria for success, strategies and tactics used, identification of publics to be reached and actions desired of them, formulation of messages to be communicated to the public's, budget allocation to the project, selection of communication channels to be used, action taken to consult with management and secure support for the campaign.

## 4) EXECUTION

Description of the implementation action plan and communication, were additions to the plan introduced during its implementation (if any) and difficulties encountered.

## 5) EVALUATION

This section covers identification, analysis and quantification of results. The judges will look for tangible results which demonstrate the achievement of the programme's measurable objectives, as described in the planning section. Please note that Advertising Value Equivalent (AVE) evaluation is rate on a 1:1 ratio and alone is not sufficient. The entry MUST showcase other forms of evaluation that showcase the impact of the campaign.

The judges take a two-fold approach. One is to question thoroughly the results measured against objectives and the other is how well the project's goals and objectives were met. Judges look to find the output result that indicates the relative success, and to the extent possible, also the outcomes-based result – i.e. what was actually achieved in real terms based on the initial goals and objectives.

## PR CAMPAIGNS SUBMISSION STRUCTURE & WEIGHTING

Use the following structure for your 2000 word entry document:

1. Opening statement (100 words)
2. Statement of Problem/Opportunity (20 points)
3. Research (20 points)
4. Planning (20 points)
5. Execution (20 points)
6. Evaluation (20 points) (Publicity AVE's 1:1)

# AWARDS RULES

In addition to the criteria by which the programmes are judged, a number of rules are set in submitting an entry for consideration.

## 1) ENTRY SUMMARY

The judges will only consider the entries summaries submitted, so great care must be taken in the preparation. Its length is limited to two thousand words (2000) entirely in English. The summary must start with an opening 100-word statement describing why the entry should be deemed worthy of an award. Under separate headlines, this should then address other criteria as provided in the Judging criteria.

The entry will be segmented as follows:

- Award Write up – Word and PDF
- Award Supporting Material – Photos, video, media releases and others upto 20MB
- Award video summary/Advertisement/Infomercial

NB: - Confidential information included for the benefit of the judges should be **CLEARLY IDENTIFIED** as such and will not be disclosed.

## 2) SUPPORTING MATERIALS

One set of supporting materials must be included but must be clearly labelled. These may include invitations, press releases, press cuttings, surveys, financial result and any other material that you deem appropriate.

## 3) ENTRY SUBMISSION DEADLINE

All entries and non-refundable entry fees must be received by PRSK Secretariat on or before **Thursday 10<sup>th</sup> November 2016 at 5 P.M.** Any entry received after that date will be considered ineligible for the 2016 competition and will not be judged and returned to the entrant unopened.

This year ALL entries and supporting documents will be uploaded onto the PRSK Awards Online Platform. Therefore, great care **MUST** be taken to ensure write ups and supporting material is within file size range of 20MB. Entrants are encouraged to create a Root File (campaign name) and sub files (award write up, award supporting documents and Video summary) which will be converted into a zip file and uploaded onto the platform (should you require assistance, please do not hesitate to contact PRSK via email ([admin@prsk.co.ke](mailto:admin@prsk.co.ke))).

## 4) AWARDS

The judges' verdict in each category will be revealed at the Gala event. A custom designed PRSK trophy and certificate will be presented to all winners. Winners may later request for duplicate trophies at a fee. A certificate of participation will be handed to organizations who do not emerge as winners.

## 5) OTHER IMPORTANT INFORMATION

- a. All submissions become the property of the PRSK and may be used for publicity/ education purposes. Entries may be used for editorial in PR Arena. Entries cannot be returned.
- b. Organizations or individuals can put in the same campaign across different categories i.e. ABC Product Launch – Media Relations and Event of the Year Category. Additional Entries of the same campaign across other categories will attract a 50% charge and not the full entry fee.
- c. Clients must be made aware in advance of any entries that refer to them and the judges will require, in a letter, evidence of client endorsement.
- d. The judges may move an entry to another category if they deem it appropriate.
- e. The Judges' decision shall be final and there will be no appeal. By entering this Award, the nominee has accepted the rules and conditions of the Award without any reservations.
- f. If a worthy recipient is not identified for any particular award, the award is not given. Where a category attracts only one entry, the campaign will be declared a winner if it attains a 90% and above weighted score
- g. For the competitive fields, please indicate the category under which you wish your entry to be considered in the entry form.
- h. Organizations or individuals may enter any number of categories as they see fit.

### TIPS - PLEASE REFLECT ON THE FOLLOWING TIPS TO BUILDING YOUR CASE.

1. Research
2. Objectives
3. Publics/Stakeholders
4. Key Messages
5. Communication channels
6. PR/Communication Strategy
7. Tactics
8. Time scale
9. Crisis Management Plan
10. Monitoring & evaluation
11. Resource allocation
12. Management buy in

### EVALUATION PROCESS

Please use the following tips for your monitoring and evaluation of the success of your campaign by reviewing:

- Inputs - (e.g. background information and research; pre-testing; brief and planned activity)
- Outputs - (e.g. was the message heard by most people? Were campaign materials effective?)
- Outcomes - (e.g. is there more awareness or increase in satisfaction from campaign target audiences)
- Impact - (e.g. has desired action increased or decreased?)

## AWARDS RECOGNITION

CATEGORY	POSITION	AWARD
Overall PR Campaign of the Year	Winner	Trophy
Media Relations Campaign of the Year	Winner	Trophy
Consumer Relations Campaign of the Year	Winner	Trophy
Public Affairs Campaign of the Year	Winner	Trophy
PR Event of the Year	Winner	Trophy
Social Responsibility Campaign of the Year	Winner	Trophy
Internal communication campaign of the Year	Winner	Trophy
Technology PR Campaign of the Year	Winner	Trophy
Public Sector Campaign of the Year	Winner	Trophy
Not for Profit Campaign of the Year	Winner	Trophy
Corporate Publication of the Year	Winner	Trophy
Young Communicator of the Year	Winner	Trophy
PRSK Golden Honors	Five Nominations	Trophy
PRSK Shepherd Honors	Five Nominations	Trophy

## AWARDS PRESENTATION

The 16<sup>th</sup> PRSK Excellence Awards will be presented on Friday 25<sup>th</sup> November 2016 at the Hotel InterContinental Nairobi.

Reservations must be fully confirmed and paid for on or before Friday 18<sup>th</sup> November, 2016 at 5 PM. No tickets will be sold at the entrance and no bookings will be accommodated after the deadline provided.

Dinner Dress Code: African Fabulosity



# AWARD ENTRY CHARGES

## PRSK Members Entry Fee

(For individuals who are members or organizations that have an individual/s who is/are a member of PRSK).

• PR Campaign entry fee (Category 1 – 10)	Kshs. 25,000/=
• Corporate Publications entry fee	Kshs. 15,000/=
• Not for profit category entry fee	Kshs. 8,000/=
• Students award entry fee	Kshs. 1,000/=

## Non PRSK Members Entry Fee

(For individuals who are non-members or organizations that do not have an individual/s who is/are a member of PRSK)

• PR Campaign entry fee (Category 1 – 10)	Kshs. 30,000/=
• Corporate Publications entry fee	Kshs. 18,000/=
• Not for profit category entry fee	Kshs. 10,000/=
• Students award entry fee	Kshs. 1,500/=

## Additional Entries of Same Campaign Across Different Categories

• PR Campaign entry fee (Category 1 – 10)	50% of respective entry fee
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## AWARDS FOR EXCELLENCE DINNER FEE

PRSK Members - Individual Ticket	Kshs. 5,000/=
Non -Members - Individual Ticket	Kshs. 7,000/=
Corporate Table of Eight - PRSK Members	Kshs. 40,000/=
Corporate Table of Eight – Non Members	Kshs. 56,000/=

# ENTRY FORM

The contact person(s) submitting this entry is:

Name \_\_\_\_\_

Organization/Learning Institution \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone \_\_\_\_\_ Mobile \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Category \_\_\_\_\_

Entry Title \_\_\_\_\_

Entry Field Number \_\_\_\_\_ (where applicable)

Company Name for whom entry has been submitted (if any) \_\_\_\_\_

I have read the rules and accept them.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please send entry or enquiries to

Public Relations Society of Kenya

Liaison House, State House Avenue

P.O. Box 43098 00100 Email: [admin@prsk.co.ke](mailto:admin@prsk.co.ke) ; [prsk@prsk.co.ke](mailto:prsk@prsk.co.ke)

Tel: 020 2626215/217

The Judge's decision shall be final and there will be no appeal. By accepting to enter this Award, the nominee has accepted the rules and conditions of the Award without any reservations.