

Zeta Phi Beta Sorority, Inc.

**THE ZETA EXCELLENCE IN
PUBLIC RELATIONS/MARKETING IMAGE
AWARDS PROGRAM**



**MESSAGE FROM THE
22nd INTERNATIONAL GRAND BASILEUS**

January 2006

Dear Sorors,

It is my pleasure to announce the 2006 Zeta Excellence in Public Relations/Marketing Image Awards Program and present this companion guidebook to assist you in preparing your entries.

The Zeta Excellence in Public Relations/Marketing Image Awards program was created in 2003 to recognize outstanding public relations and marketing communications programs and tactics within the Sorority, the auxiliaries, and sorority-sponsored nonprofit foundations.

This year's competition has been expanded based on the feedback provided from the inaugural awards program.

Good Luck and let's continue to enhance our image—one community/campus at a time.

Sincerely,

Barbara C. Moore

*Barbara C. Moore
22nd International Grand Basileus*

ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARDS GUIDEBOOK

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GENERAL GUIDELINES FOR AWARDS ELIGIBILITY

1. **Entering chapters must be financial on ALL levels.**
2. **THREE COPIES are required for ALL entries.**
3. Submit separate, signed Excellence in Public Relations/Marketing Image Award Evaluation and Entry Forms (pages 33, 34, 35) with each award submission. Only one submission per entrant per category is allowed.
4. A project undertaken by two or more chapters **must** be submitted as a group entry and **cannot** be submitted as an individual chapter activity. Should the entry win, one award will be presented with the names of all entrants.
5. Each entry must be submitted in a separate binder.
6. Submissions should be packaged properly to avoid damage to binders.
7. Entries **must** conform to the guidelines outlined for each award.
8. Each entry should include only activities, accomplishments, programs etc. undertaken from July 1, 2004 to January 1, 2006.
9. All entries must be neat in appearance, must be typewritten in size 12 Arial or Times New Roman font. Supporting materials should be labeled and clearly dated.
10. The PR Awards Evaluation Summary Forms in this guidebook will be used to judge each entry. Refer to each summary form and the guidelines for each award to help compile materials for entry.
11. Tactics should be entered in the one most appropriate category. In deciding which category is most appropriate, entrants should examine tactic objectives and target audiences. Judges will not move entries into other categories.
12. Incomplete submissions will not be evaluated. Incomplete submissions include but are not limited to the following: invalid or missing signatures, missing work sample(s), missing summary, missing entry form. Please follow the written guidelines to ensure that your submission is correct.
13. Entries must be delivered to the designated collection site by the submission deadline. Entries received after the deadline will not be evaluated.
14. Awards submissions will be judged by professionals in public relations, marketing communications, graphic design, web site development and advertising.
15. Items deemed confidential by entrant should be submitted as follows:
 - a. Include a copy of the entire document, confidential material included. The confidential information will not be included for judging or publication. **ONLY** members of the National Public Relations Team will have access to the confidential content.
 - b. Attach a letter to the entry form asking for confidential treatment of elements of the entry.
 - c. Include a second copy of entry work sample with confidential elements blacked out (use black marker). Caution: **ONLY** black out content that is confidential.

AWARDS CATEGORIES

PLEASE NOTE: THERE WILL BE ONLY ONE AWARD PER CATEGORY.



AWARD	AWARD CRITERIA
<i>SOCIAL ACTION/ LEGISLATIVE AFFAIRS</i>	<p>Programs that advance public understanding of a societal issue, problem or concern. Only entries addressing <u>current</u> Zeta Phi Beta legislative priorities or Zeta Phi Beta/National Pan Hellenic Council “calls to action” are eligible.</p> <p>Group A</p>
<i>FINER WOMANHOOD</i>	<p>Programs that promote and advance Finer Womanhood and the observance of Finer Womanhood Month, to include celebrations, awards programs, etc.</p> <p>Group A</p>

<p style="text-align: center;"><i>Z-HOPE</i></p>	<p>Programs that advance public understanding of issues addressed by the Sorority national service initiative—Z-HOPE.</p> <p>Group A</p>
<p style="text-align: center;"><i>PREMATURITY AWARENESS</i></p>	<p>Programs that advance public understanding of premature birth. Activities conducted on Zeta Prematurity Awareness Program, and the March of Dimes National Prematurity Awareness Day are eligible. Public Relations materials MUST be produced in part by the Zeta chapter or Zeta auxiliary. Items solely produced by the March of Dimes are not eligible.</p> <p>Group A</p>
<p style="text-align: center;"><i>NATIONAL PROGRAM PARTNER</i></p>	<p>Public Relations tools designed by entrant to promote joint activities with current Sorority program partners. Public Relations program must include items produced in part by entrant. Walk America and Stork’s Nest initiatives should be included in this award category.</p> <p>Group A</p>
<p style="text-align: center;"><i>EVENTS AND OBSERVANCES</i></p>	<p>Program and tools promoting events such as commemorations, observances, openings, celebrations or other special activities.</p> <p>Group A</p>
<p style="text-align: center;"><i>INTERNAL COMMUNICATIONS</i></p>	<p>Programs targeted specifically to special publics who are members of the organization. <u>NOTE: this program category does not include programs designed for prospects or the general public.</u></p> <p>Group B</p>
<p style="text-align: center;"><i>EXTERNAL COMMUNICATIONS</i></p>	<p>Programs targeted specifically to special publics who are non-members of the organization (for example: prospects, general public). <u>Do not include items that would best fit categories above.</u></p> <p>Group B</p>

<p><i>MEDIA RELATIONS</i></p>	<p>Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, pitch letters, etc.</p> <p>Please NOTE: This award is not a single event award. It will be awarded for sustained media relations programs.</p> <p>Group A</p>
<p><i>NEWSLETTERS</i></p>	<p>Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives.</p> <p>Group B</p>
<p><i>ANNUAL REPORTS</i></p>	<p>Publications that report on an organization's annual performance. This category may be best for states, regions and foundations that produce once-a-year publications.</p> <p>Group B</p>
<p><i>BROCHURES</i></p>	<p>Pamphlets, booklets or other small publications designed to inform a target audience about the organization, its service or an issue.</p> <p>Group B</p>
<p><i>PUBLICATIONS</i></p>	<p>Single-issue publications designed for a special purpose. Publications not eligible for consideration in other categories should be entered here. Examples include: Chapter anniversary journals, Regional History Books.</p> <p>Group B</p>
<p><i>PRESS KITS/MEDIA KITS/PROMO KITS</i></p>	<p>News releases, photographs and other background information compiled for an issue.</p> <p>Group B</p>
<p><i>DIRECT MAIL</i></p>	<p>Communications that are designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Items must be designed to solicit a response i.e. money or opinion. Group B</p>

<p><i>TELEVISION AND RADIO PSAs</i></p>	<p>Video and audio productions of one minute or less distributed to television stations as non-paid Public Service Announcements.</p> <p>Group B</p>
<p><i>ANNUAL REPORTS</i></p>	<p>Publications that report on an organization's annual performance. This category may be best for states, regions and foundations that produce once-a-year publications highlighting accomplishments.</p> <p>Group B</p>
<p><i>FEATURE STORIES</i></p>	<p>Submit text of feature article as well as documentation of the article's publication and placement.</p> <p>Group B</p>
<p><i>OP-EDS/LETTER TO THE EDITOR</i></p>	<p>Opinion articles written as an editorial, guest column, or letter to the editor.</p> <p>Group B</p>
<p><i>CREATIVE TACTICS</i></p>	<p>Unconventional, creative tactic or approach used as part of a public relations program.</p> <p>Group B</p>
<p><i>WEB SITES</i></p>	<p>Use of a web site as part of a Zeta public relations program.</p> <p>Group B</p>
<p><i>MULTI-MEDIA COMMUNICATIONS</i></p>	<p>Use of multi-media technology to produce traditional public relations tactics.</p> <p>Group B</p>

Award Guideline Overview

SUBMISSION ELIGIBILITY-July1, 2004-January 1, 2006
ENTRY DEADLINE -APRIL 1, 2006

Group A--Public Relations Programs

A public relations program is defined as a broad-based communications endeavor using two or more public relations tools (see examples of Public Relations tools in Group B). Entry must include samples of each item, along with a summary and entry form. (Entries with fewer than two items are not eligible for the Public Relations Program awards. Refer to the Public Relations tools in Group B).

Awards will be given in the following categories.

1. **FINER WOMANHOOD OBSERVANCE:** Programs that promote and advance the Sorority's principle of Finer Womanhood and the observance of Finer Womanhood Month, to include celebrations, awards programs, etc.
2. **Z-HOPE:** Programs that promote the issues addressed by and activities included as part of the Sorority national service initiative—Z-HOPE. Completed copy of ZHOPE reporting/evaluation form MUST be submitted along with program summary, work sample and entry form.
3. **Social Action/Legislative Affairs:** Programs that advance public understanding of a societal issue, problem or concern. Only entries addressing current Zeta Phi Beta legislative priorities or Zeta Phi Beta/National Pan Hellenic Council "calls to action" are eligible.
4. **Prematurity Awareness:** Programs that advance public understanding of premature birth. Activities conducted on Zeta Prematurity Awareness Sunday and the March of Dimes National Prematurity Awareness Day are eligible. Public Relations materials MUST be produced in part by the Zeta chapter or Zeta auxiliary. Items solely produced by the March of Dimes are not eligible. Include completed copy of Zeta Prematurity Awareness Day reporting/evaluation form along with summary, work sample and entry form.
5. **National Program Partner:** Public Relations tools designed by entrant to promote joint activities with current Sorority program partners. Public Relations program must include items produced in part by the entrant. Walk America and Stork's Nest initiatives should be included in this award category.
6. **Events and Observances:** Events may be commemorations, observances, openings, celebrations or other special activities. Finer Womanhood activities should not be submitted in this category.
7. **Internal Communications (includes reclamation/new member communications):** Programs targeted specifically to special publics who are members of the organization (for example: financial members, inactive members, Zeta youth affiliates, and Amicae). NOTE: this program category does not include programs designed for prospects or the general public.
8. **External Communications (includes aspirant/prospect communications):** Programs targeted specifically to special publics who are non-members of the organization (for example: prospects, general public). Do not include items that would best fit categories above.

Group B—Public Relations Tactics

Any individual printed, audio-visual or electronic material used for a public relations purpose. It includes written material, art work and specialty items. Designate on the official entry form the category that most closely fits the primary purpose of your entry. The judges will not re-assign entries, so please choose carefully.

Do not submit more than or fewer items than required for each entry.

1. **Media Relations:** Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, pitch letters, etc., along with evidence of the resulting media coverage and one-page summary that includes the measurable objectives. Entries without evidence of coverage will be disqualified. Evidence of resulting media coverage includes:
 - a. Copies of newspaper or magazine articles (Printed Internet versions are acceptable)
 - b. VHS or DVD of television coverage
 - c. Cassette or CD of radio coverage
2. **Newsletters:** Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit TWO consecutive issues along with one-page summary. **DO NOT SUBMIT MORE THAN OR FEWER THAN TWO CONSECUTIVE ISSUES.** (For online or electronic only copies, please submit in Multi-Media Communications category.)
3. **Annual Reports:** Publications that report on an organization's annual performance. This category may be best for states, regions and foundations that produce once-a-year publications. Submit one copy of the publication along with one-page summary. (For online or electronic only copies, please submit in category 14, Multi-Media Communications.) The one-page summary should include target audience, measurable objectives and any documented results.
4. **Brochures:** Pamphlets, booklets or other small publications designed to inform a target audience about the organization, its service or an issue. Submit three copies of the publication along with one-page summary and entry form. (For online or electronic only copies, please submit in Multi-Media Communications category.) The one-page summary should include target audience, measurable objectives and any documented results.
5. **Publications:** Single-issue publications designed for a special purpose. Publications not eligible for consideration in other categories should be entered here. Submit TWO copies of the publication along with one-page summary and entry form. The one-page summary should include target audience, measurable objectives and any documented results.
6. **Press Kits/Media Kits:** News releases, photographs and other background information compiled for an issue. Submit three copies of the press kit or media kit along with one-page summary and entry form. The one-page summary should include target audience, measurable objectives and any documented results.

7. **Direct Mail/Direct Response:** Communications that are designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions by the target audience recipients resulting solely from the sponsor's communication should be detailed in the summary.
8. **Television and Radio PSAs:** Video and audio productions of one minute or less distributed to television stations as non-paid Public Service Announcements. Single productions or a series addressing the same issue may be submitted on a single 1/2" VHS cassette, DVD, single audiocassette or CD. The one-page summary should include target audience, measurable objectives and any documented results.

Entries in categories 9 & 10 must be written in their entirety by the entrant and not merely "pitched."

9. **Feature Stories:** Submit text of feature article as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results.
10. **Editorials/Op-Ed Columns:** Opinion articles written as an editorial, guest column, or letter to the editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, and results.
11. **Creative Tactics:** Unconventional, creative tactic or approach used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (If objects are large or bulky, a photograph or video representation should be sent.)
12. **Web sites:** Use of a web site as part of a Zeta public relations program. Include FULL PAGE (8 ½ x 11 inch) screen grabs of ALL pages in the web site **MUST** be included in the entry. The one-page summary should include target audience, measurable objectives and any documented results.
13. **Multi-Media Communications** (press kit, newsletters, annual reports, presentations): Use of multi-media technology to produce traditional public relations tactics. Submit a one page summary, as well as a hard copy (full page 8 ½ x 11 inches) and CD ROM of the tactic to reflect its quality, execution, and technical excellence. **ONLY ELECTRONIC ENTRIES ARE ELIGIBLE FOR THIS CATEGORY AND ALL ENTRIES MUST BE SUBMITTED ON A CD ROM and color (if applicable) 8 ½ x 11 inch hard copy (8 1/2 x 11 inch).** The one-page summary should include target audience, measurable objectives and any documented results.

INDIVIDUAL AWARD GUIDELINES



Guidelines For IMAGE AWARD (FINER WOMANHOOD)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (FINER WOMANHOOD). The selection for this award will be based on:

- Documentation of activities that focus on the Sorority's principle of FINER WOMANHOOD or that take place during the observance of FINER WOMANHOOD MONTH.

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

A summary of no more than three pages (12 point Times or Arial type) must be included. Summary must address:

- Background
- Planning
- Execution (What did you do? How much did it cost?)
- Evaluation (How successful was it? How did you measure success?)

Include photographs, newspaper clippings, programs and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (Z-HOPE)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (Z-HOPE). The selection for this award will be based on:

- Documentation of public relations programs that focus on the Sorority's international service initiative—Z-HOPE.

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Copy of completed Z-HOPE Reporting/Evaluation Form

A summary of no more than three pages (12 point Times or Arial type) must be included. Summary must address:

- Background
- Planning
- Execution (What did you do? How much did it cost?)
- Evaluation (How successful was it? How did you measure success?)

Include photographs, newspaper clippings, programs and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (SOCIAL ACTION)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (SOCIAL ACTION). The selection for this award will be based on:

- Documentation of public relations programs that focus on the Sorority's legislative priorities or various "Calls to Action" issued by the Sorority or the National Pan-Hellenic Council

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

A summary of no more than three pages (12 point Times or Arial type) must be included. Summary must address:

- Background
- Planning
- Execution (What did you do? How much did it cost?)
- Evaluation (How successful was it. How did you measure success?)

Include photographs, newspaper clippings, programs and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (PREMATURITY AWARENESS)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (PREMATURITY AWARENESS). The selection for this award will be based on:

- Documentation of public relations activities that focus on National Zeta Prematurity Awareness Program or the March of Dimes sponsored National Prematurity Awareness Day.

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Copy of completed Zeta Prematurity Awareness Program Reporting Form.

A summary of no more than three pages (12 point Times or Arial type) must be included. Summary must address:

- Background
- Planning
- Execution (What did you do? How much did it cost?)
- Evaluation (How successful was it. How did you measure success?)

Include photographs, newspaper clippings, programs and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (NATIONAL PROGRAM PARTNER)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (NATIONAL PROGRAM PARTNER). The selection for this award will be based on:

- Documentation of public relations programs/strategies in support of issues and activities of importance to the Sorority's National Program Partners.

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

A summary of no more than three pages (12 point Times or Arial type) must be included. Summary must address:

- Identify Program Partner and issue that is basis for entry
- Background
- Planning
- Execution (What did you do? How much did it cost?)
- Evaluation (How successful was it. How did you measure success?)

Include photographs, newspaper clippings, programs and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (EVENTS AND OBSERVANCES)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (EVENTS AND OBSERVANCES).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

A summary of no more than three pages (12 point Times or Arial type) must be included. Summary must address:

- Background
- Planning
- Execution (What did you do? How much did it cost?)
- Evaluation (How successful was it. How did you measure success?)

Include photographs, programs and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARDS (INTERNAL AND EXTERNAL COMMUNICATIONS)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (INTERNAL COMMUNICATIONS) and ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (EXTERNAL COMMUNICATIONS)

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets.*

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

A summary of no more than one page (12 point Times or Arial type) must be included. Summary must address:

- Background
- Planning
- Execution (What did you do? How much did it cost?)
- Evaluation (How successful was it. How did you measure success?)

Include photographs, newspaper clippings, programs and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (MEDIA RELATIONS)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (MEDIA RELATIONS).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Copies of newspaper or magazine article, VHS or DVD of television coverage, audio cassette or CD of radio coverage

A summary of no more than three pages (12 point Times or Arial type) must be included. Summary must address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- Results (as measured against objectives)

Include photographs, newspaper clippings, pitch letters and related materials as appropriate, ensuring that they are labeled, dated and securely attached. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

The more complete your entry, the easier it will be to evaluate it.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (NEWSLETTER)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (NEWSLETTERS).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

THREE Copies of TWO (2) consecutive issues. DO NOT submit more than or fewer than TWO issues (without written approval of The Awards Committee).

A summary of no more than one page (12 point Times or Arial type) must be included. Summary must address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (ANNUAL REPORT)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (ANNUAL REPORT).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of Award Evaluation Form must be included

Three copies of ONE annual report. Report MUST be published no more than ONCE PER YEAR TO QUALIFY. DO NOT submit items published more frequently.

A summary of no more than one page (12 point Times or Arial type) must be included. Summary must address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (PUBLICATIONS)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (PUBLICATIONS).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Submit THREE copies of publication.

A summary of no more than one page (12 point Times or Arial type) must be included. Summary must address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (PRESS KIT/MEDIA KIT)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (PRESS KITS/MEDIA KITS).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets not to exceed three (3) inches in width*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included'

Copy of Award Evaluation Form must be included

Submit THREE copies of press kit/media kit.

A summary of no more than one page (12 point Times or Arial type) must be included. Summary must address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (DIRECT MAIL/DIRECT RESPONSE)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (DIRECT MAIL).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Submit THREE copies of direct mail piece.

A summary of no more than one page (12 point Times or Arial type) must be included. Summary must address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

ITEM MUST BE A DIRECT MAIL PIECE AND MUST INCLUDE A CALL TO ACTION (i.e. monetary solicitation)

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (TELEVISION AND RADIO PSAs)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (TELEVISION and RADIO PSAs).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

A summary of no more than one page (12 point Times or Arial type) must be included. Summary must address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for PSA
- How PSA is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (FEATURE)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (FEATURES).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets not to exceed three (3) inches in width*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of Award Evaluation Form must be included

Submit THREE copies of feature.

A summary of no more than one page (12 point Times or Arial type) must be included. Summary **must** address:

- Target Audiences (primary, secondary)
- Results (as measured against objectives)
- Full name and dates of publications in which feature appeared

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (EDITORIAL/OP-ED)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (EDITORIAL/OP-ED).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Submit THREE copies of editorial/op-ed.

A summary of no more than one page (12 point Times or Arial type) must be included. Summary **must** address:

- Target Audiences (primary, secondary)
- Results (as measured against objectives)
- Full names and dates in which OP-ED appeared

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (CREATIVE TACTICS)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (CREATIVE TACTICS).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Submit THREE complete work samples. (Photo and Video representations are acceptable if items are large or bulky).

A summary of no more than one page (12 point Times or Arial type) must be included. Summary **must** address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (WEB SITE)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (WEB SITE).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form with the URL must be included

Copy of Award Evaluation Form must be included

Submit signed copy of Web Guidelines Acknowledgement

Submit THREE copies of FULL PAGE (8 ½ x 11 inch) screen grabs of ALL pages.

Number each page.

A summary of no more than one page (12 point Times or Arial type) must be included. Summary **must** address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Planning and Execution
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

Guidelines For IMAGE AWARD (MULTIMEDIA COMMUNICATIONS)

Following are specific guidelines for submitting an entry for the ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE AWARD (MULTIMEDIA COMMUNICATIONS).

Entries must be submitted in a *standard three-ring loose-leaf binder of 8 ½ X 11 sheets*. The Awards Committee and judges will not be responsible for items that are not securely attached or bound.

Copy of signed entry form must be included

Copy of signed Award Evaluation Form must be included

Submit three hard copies (full page 8 ½ x 11 inches) and three CD/DVD of the tactic to reflect its quality, execution, and technical excellence.

Number each page

A summary of no more than one page (12 point Times or Arial type) must be included. Summary **must** address:

- Objectives (can be quantitative or qualitative)
- Target Audiences (primary, secondary)
- Budget for publication
- How publication is funded (assign a fair market dollar value for ALL pro-bono or reduced fee work)
- Planning and Executive
- Results (as measured against objectives)

The more complete your entry, the easier it will be to evaluate it. Each item in the summary is assigned a point value. Don't lose points on this very important component of your entry.

Remember to submit THREE COPIES of your entry.

EVALUATION & ENTRY FORMS



**ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE
Awards Committee Evaluation Summary Form
Public Relations Programs (Group “A” Awards)**

ENTRANT NAME _____
Place name of chapter, state, region, Amicae, foundation here

ENTRANT LOCATION _____
Place city, state and region here

Submitter Signature: _____ Print Name: _____

Evaluation:	Weight	Score
1. Entry Binder and Guidelines	10	
2. Background/Situation	10	
3. Planning	10	
4. Execution	10	
5. Evaluation	10	
6. Measurable objectives	5	
7. Multi-Dimensional, variety of tactics	5	
8. Organization and Neatness/Spelling & Grammar	5	
	70	
TOTAL SUMMARY SCORE		

The Summary will be used to eliminate or keep entries in the running. It WILL determine the winners.

Creative Work Sample is worth 30 points:

- Creativity/Originality = 10 points
- Design/Technical Merit = 10 points
- Content Development = 10 points

TOTAL WORK SAMPLE SCORE =

***TOTAL SCORE* = _____**

**ZETA EXCELLENCE IN PUBLIC RELATIONS/MARKETING IMAGE
Awards Committee Evaluation Summary Form
Public Relations Tactics (Group “B” Awards)**

ENTRANT NAME _____

Place name of chapter, state, region, Amicae, foundation here

ENTRANT LOCATION _____

Place city, state and region here

Submitter Signature: _____ Print Name: _____

Evaluation:	Weight	Score
1. Guidelines	10	
2. Clearly stated objectives	10	
3. Strategy presented	10	
4. Target audience(s) identified	5	
1. Budget information included (specific vs. vague)	5	
2. Demonstrates results against objectives	5	
3. Organization and neatness/spelling and grammar	5	
	50	
TOTAL SUMMARY SCORE		

Creative Work Sample is worth 50 points:

- Creativity/Originality = 20 points
- Design/Technical Merit = 20 points
- Content Development = 10 points

TOTAL WORK SAMPLE SCORE =

TOTAL SCORE= _____

ZETA Excellence in Public Relations/Marketing Image Awards
OFFICIAL ENTRY FORM

A separate Award Entry Form **MUST** be completed for each entry. To ensure proper processing of your entry, please carefully read and comply with the instructions and guidelines included in the Awards Handbook. Please print or type the required information. All lines must be completed accurately. Should you receive an award, the information provided on this form will be used in sorority announcements and publications. (Photo copy acceptable with original signature)

CONTACT INFORMATION ON PERSON SUBMITTING THIS ENTRY

Name of person completing this form: _____

Phone number: _____ **Email:** _____

ENTRY INFORMATION

Title of entry: _____

Entry is (check only one):

___ Chapter ___ State ___ Region ___ Amicae ___ Foundation

Region _____ **State** _____

Chapter/Auxiliary/Foundation Name: _____

Mailing address of entrant:

Street Address or PO BOX: _____

City: _____ **State:** _____

Zip Code: _____

Phone: _____ **FAX:** _____

Email: _____

Please list the category in which you would like to submit this entry.

Category: _____

By entering this submission in the Excellence in Public Relations/Marketing Image Awards program, I grant Zeta Phi Beta Sorority, Inc., rights, titles and interest to reproduce this submission in any Zeta Phi Beta print or electronic venues. I understand and consent to this entry being displayed at the Zeta Phi Beta 86th Anniversary Grand Boule.

Authorizing signature

Date

Zeta Phi Beta Sorority Public Relations Image Awards

ENTRY INSTRUCTIONS

Projects produced at least in part between July 1, 2004 and January 1, 2006 are eligible.

Enclose a copy of the entry (as requested in the individual category).

Mail the entry and all required documentation to: PR Awards, c/o Gail Cureton, PO Box 728, Lehigh Acres, Florida 33970-0728.

Authorized signatory must sign entry form. For purposes of this competition an authorized signatory is CHAPTER BASILEUS, STATE DIRECTOR, REGIONAL DIRECTOR OR CHAIRMAN OF THE BOARD/BOARD PRESIDENT (non-profit foundations only). A listing of the finalists will be published after they have been determined. Finalists are encouraged to send a representative to the 86th Anniversary Grand Boule.

**DEADLINE FOR RECEIPT OF ALL ENTRIES IS
APRIL 1, 2006.**

Zeta Excellence in Public Relations/Marketing Image Awards will be announced during the 86th Anniversary Grand Boule. Winners may be featured on the sorority's International Website and in sorority publications at the discretion of the International Grand Basileus.

**ALL ENTRIES BECOME THE PROPERTY OF
ZETA PHI BETA SORORITY, INC., AND WILL NOT BE RETURNED.**

PLEASE CONTACT EMAIL pr@zphib1920.org or call 1-877-905-0169 if you have any questions.

Tips to Help You Win A

Zeta Excellence in

Public Relations/Marketing Image Awards



The Public Relations Program (two-page) Summary—Group A

The summary is the single-most important component of the entry. That's because the judges are supposed to read the entries and eliminate any non-contenders without even looking through the remainder of the entry.

To help you write it, you should put together all documentation. By doing this, you can begin the process of listing what you've done in your entry.

The judges will be instructed to evaluate the entry based on the merit of the summary criteria - planning, execution and evaluation - that you share in your summary.

Use the following questions to help you prepare the entry:

Planning

- What was the plan, in general terms?
- What were the specific, measurable objectives of the plan?
- Who were the target audiences?
- What was the overall strategy used?
- What was your budget?

Execution

- How was the plan executed and what was the outcome?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved?

Evaluation

- What were your results?
- How did the results compare to the specific, measurable objectives you identified in the planning section? (Note: See the Evaluation Checklist for further guidance and ideas.)

Evaluation Checklist

Public relations activity is intended to affect organizational results therefore, outcomes measurement is important in determining the effectiveness of public relations efforts. Here is a checklist to help identify outcomes you may want to consider in preparing the Evaluation section of your summary.

AWARENESS

- Aided Awareness by Audience
- Unaided Awareness by Audience
- Familiarity
- Knowledge of Specifics

BEHAVIORAL

- Donations Raised
- Information Requests
- Participating in an Event
- Visiting a Web Site
- Volunteers Committed
- Voting
- Writing/Calling

FINANCIAL

- Funds Raised
- Sales

SURVEY

- Community Support/Public Trust
- Member Satisfaction
- Member Morale

The Public Relations Tactics (one-page) Summary-Group B

The summary is the single-most important component of the entry. That's because the judges are supposed to read the entries and eliminate any non-contenders without even looking through the remainder of the entry.

To help you write it, you should put together all documentation. By doing this, you can begin the process of listing what you've done in your entry.

The judges will be instructed to evaluate the entry based on the merit of the summary criteria - objectives, target audiences, budget and results - that you share in your summary.

Use the following questions to help you prepare the entry:

Objectives

- What were the specific, measurable objectives?
- What was the overall strategy used?

Target Audiences

- Who were the target audiences?
- How is the chosen tactic relevant to the target audiences?

Budget

- What was your budget?
- How was tactic funded?
- If pro-bono work secured provide fair market value for the services rendered.

Results (qualitative, quantitative or both)

- What were your results?
- How did the results compare to the objectives you identified?