



CALL FOR ENTRIES

2015 New Mexico PRSA Cumbre Awards

The New Mexico PRSA Cumbre Awards recognize outstanding public relations campaigns and tactics completed by communications professionals in New Mexico.

Questions may be directed to New Mexico PRSA Awards and Events Chair, Julianne Phares, at (505) 218-0961 or Julianne.Phares@cable.comcast.com.

CUMBRE AWARDS PRESENTATION

The 2015 New Mexico Cumbre Awards presentation and banquet will take place on October 22, 2015 at Season's Rotisserie & Grill in Albuquerque. Additional event details and sponsorship opportunities will be distributed later this summer.

ENTRY JUDGING

Judging will be performed by members of PRSA of Central Iowa. Entries must be in compliance with the PRSA Code of Ethics. Awards are given at the judges' discretion and no awards are given in categories for which judges determine entries do not merit them. The judges' decisions are final.

ENTRY FEES

Category	Member Fee	Non-Member Fee
Campaign	\$50	\$70
Tactic	\$35	\$55

Entry fees must be paid for by check, made out to New Mexico PRSA, or by credit card. Please note that entries without fees will not be accepted. One check may be used to cover total fees for multiple entries as long as all entries are submitted at the same time.

ENTRY DEADLINES

Early Deadline: Friday, July 24, 2015, 5:00 p.m. MT

The regular entry fees as detailed above will be charged for each entry received by the early deadline. Entries without payment will not be accepted. Entries submitted after 5:00 p.m. MT will be charged the final/late deadline per entry as detailed below.

Final/Late Deadline: Friday, July 31, 2015, 5:00 p.m. MT (in-hand)

Entries received after the early deadline will incur a \$25 late fee per entry. These entries must be **submitted** online no later than 5:00 p.m. MT on July 31. **The website submittal tool will close at 5:01 p.m.**

All Entries must be submitted online.

NMPSA 2015 CUMBRE AWARDS – JUDGING & SCORING CRITERIA

Entries will be judged by the members of another PRSA chapter. Cumbre Awards recognize outstanding, strategic public relations campaigns and tactics that incorporate sound research, planning, execution and evaluation.

All entries will be judged on the same merit requirements and not graphic design of the actual entry and/or binder. Please remember that not all judges will be able to view all media. As a result, printed collateral should be as high quality as possible and serve only to supplement your written summary.

The judges' decisions are final, and they have the right to withhold an award in any category if there is not a suitable winning entry. Judges may also move an entry to another category, as they deem appropriate.

The scoring breakdown for campaigns and tactics is as follows:

Gold Cumbre
90 - 100 points

Silver Cumbre
80 - 89 Points

Bronze Cumbre
70 – 79 points

Cumbre Best of Show recognitions are awarded to the *highest overall score* in campaigns and tactics.

If you have specific questions about the Cumbre Awards or the scoring methodology, please contact the 2015 NMPSA Cumbre Awards Chair, Julianne Phares, at (505) 218-0961 or NMPSA President, Steve Carr at (505) 702-7720.

NMPRSA 2015 CUMBRE AWARDS – CAMPAIGNS

The Cumbre Campaign Awards are given for outstanding achievement in a comprehensive public relations campaign. The entry should consist of more than one communication tool, program, or component and must include sound research, planning, execution and evaluation. Guidelines are similar to those for PRSA's prestigious Silver Anvil Awards.

ENTRY GUIDELINES: CAMPAIGNS

At least some part of the program must have occurred in calendar year 2014. The Cumbre Campaign Awards recognize complete campaigns that incorporate sound research, planning, execution and evaluation. They must meet the highest standards of performance in the profession. A completed entry with quantifiable evaluation is more likely to win than an entry still in progress.

Each entry may be submitted in only one category. Each of the four criteria – research, planning, execution, and evaluation – must be addressed.

The entry must have been managed, written, edited or executed by the entrant who must state his or her role in the project. The entry must have been created by, or commissioned by, the entrant. It may not be a packaged program purchased by, or provided by, an outside source. If the entry is the local coordination of a national program, entrants must specify which elements are from the national source and which elements were locally produced. Only the locally produced portions will be considered for evaluation.

All entries must be in compliance with the PRSA Code of Ethics. Entries found not to be in compliance with the PRSA Code of Ethics will be disqualified immediately.

JUDGING & SCORING CRITERIA – CAMPAIGNS

Judging will be based on the clearly stated, measurable objectives, creativity and judgment applied in selecting strategies and techniques; the relationship of the program plan to research and objectives; effective use of budget; implementation; quality of material produced; degree to which the campaign met the measurable objectives; and the efforts undertaken to identify, analyze and quantify results. The two-page summary is the single most important component of the Cumbre Campaign entry. Judges will evaluate your entry on the merit of the four criteria – research, planning, execution and evaluation. Keep in mind that you should address:

CAMPAIGN SUMMARY – (250 word limit)

Brief statement of campaign background and description.

RESEARCH – 10 Points (300 word limit)

- What prompted the research? Was it in response to an existing program, or does it examine a potential problem?
- What type of research did you use? Primary, secondary, or both?
- How was the research relevant to shaping the planning process?
- How did the research help define or redefine the audience(s) or the situation?

PLANNING – 25 Points (300 word limit)

- How did the plan correlate to the research findings?
- 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 and how was it allocated?

EXECUTION – 50 Points (300 word limit)

- How was the plan executed and what was the outcome?
- How did the activities flow in general terms?
- What were the key tactics?
- Were there any difficulties encountered? If so, how were they handled?
- Were other organizations involved? If so, what was their role?
- Were nontraditional public relations tactics used, like advertising?
- Does the entry demonstrate the quality of the materials produced, writing and the imaginative and effective use of available public relations tools and techniques?

EVALUATION – 15 Points (300 word limit)

- What method(s) of evaluation were used?
- What were your results?
- How did the results compare to the specific, measurable objectives that you identified in the planning section?
- How well do the results reflect original strategy and planning?

AWARD CATEGORIES – CAMPAIGNS

C-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 Consumer Products or Services.)

C-2. REPUTATION/BRAND MANAGEMENT

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 Category 7, 8 or 9).

C-3. EVENTS AND OBSERVANCES

Events may include commemorations, observances, openings, celebrations or other special activities, and must occur within a specified timeframe (with a clear beginning and end).

C-4. PUBLIC SERVICE

Includes programs that advance public understanding of societal issues, problems or concerns. (Similar programs conducted principally to enhance an organization's standing, or to otherwise serve its interests directly, will fall under Category 2: Reputation Programs.)

C-5. PUBLIC AFFAIRS

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

C-6. MARKETING CONSUMER PRODUCTS

Includes programs designed to introduce new products or promote existing products to a consumer audience.

C-7. CRISIS COMMUNICATIONS

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

C-8. ISSUES MANAGEMENT

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

C-9. INTERNAL COMMUNICATIONS

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

C-10. INVESTOR RELATIONS

Includes programs directed to shareowners, other investors and the investment community.

C-11. MULTICULTURAL PUBLIC RELATIONS

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

C-12. INTEGRATED COMMUNICATIONS

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

C-13. MARKETING BUSINESS TO BUSINESS

Includes programs designed to introduce new products or promote existing products or services to a business audience.

NMPSA 2014 CUMBRE AWARDS – TACTICS

The Cumbre Public Relations Tactic Awards are given for outstanding examples of individual public relations tools or components such as newsletters, brochures, annual reports, publications, web sites, and similar communication products. These awards recognize expertise in writing, design, production, and management of materials that meet a single public relations need. Guidelines are similar to those for PRSA’s prestigious Bronze Anvil Award.

ENTRY GUIDELINES: TACTICS

At least some part of the program must have occurred in 2014. A completed entry with quantifiable evaluation is more likely to win than an entry still in progress. Each entry may only be submitted in one category.

Your entry should include measurable objectives, target audiences, budget and any other specific information requested within the individual category. Results – both qualitative, quantitative or both – should provide evidence of how the stated measurable objectives were met and how the entry was evaluated as to whether or not it was successful in meeting those objectives.

The judges will evaluate the tactic based on four key areas:

- Planning and content
- Creativity and quality
- Technical excellence
- Results

The entry must have been managed, written, edited or executed by the entrant who must state his or her role in the project. The entry must have been created by, or commissioned by, the entrant. It may not be a packaged program purchased by, or provided by, an outside source. If the entry is the local coordination of a national program, entrants must specify which elements are from the national source and which elements were locally produced. Only the locally produced portions will be considered for evaluation.

All entries must be in compliance with the PRSA Code of Ethics. Entries found not to be in compliance with the PRSA Code of Ethics will be disqualified immediately.

JUDGING & SCORING CRITERIA – TACTICS

Public Relations Tactic judging will be based on clearly stated objectives, creativity and judgment applied in selecting strategy and technique; the relationship of the tactic to research (if applicable) and stated objectives; effective use of budget; implementation; quality of material produced; degree to which the tactic met its stated objectives; and the efforts undertaken to identify, analyze and quantify results. The entry summary is the single most important component of the Cumbre tactic entry. Judges will evaluate your entry on the merit of four key areas: planning/content, creativity/quality, technical excellence and results. Keep in mind that you should address:

TACTIC SUMMARY – (150 word limit)

A brief statement of background and project

PLANNING & CONTENT – 25 Points (150 word limit)

- A statement of objectives based on audience(s) with special consideration given to strategy, originality of approach and content.

EXECUTION: CREATIVITY, QUALITY & TECHNICAL EXCELLENCE – 50 Points (250 word limit)

- Evaluation of the creativity and quality of the materials produced, writing, the imaginative and effective use of available public relations tools and techniques, and the technical excellent exhibited in the execution of the tactic.
(Media relations category will not be judged on technical excellence).

RESULTS – 25 Points (200 word limit)

- Evaluation of the program, or entry's, success in achieving identifiable objectives, with consideration given for the quality of analysis (qualitative, quantitative or both), and initiatives taken as a result of this appraisal.

AWARD CATEGORIES – TACTICS

T-1. MEDIA RELATIONS

Tactics, programs and events driven entirely by media relations. Submit 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 coverage should be submitted on a DVD, and radio coverage on a CD.

T-2. FEATURE STORIES*

Feature articles that have been written by a practitioner, and submitted and published through his/her efforts. 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.

T-3. EDITORIALS/OP-ED COLUMNS

Opinion articles written as editorials, guest columns or letters to the editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, results and budget.

T-4. PODCASTS

Audio or video programs/shows produced solely as podcasts, downloadable for play on portable media players (e.g., iPods, MP3 players, etc.). The one-page summary should include rationale for podcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast being entered on an CD, DVD or USB flash drive.

T-5. WEBSITES

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.

T-6. WEBCASTS

Media files distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary and a DVD or USB flash drive of the webcast, as well as the actual site URL.

T-7. SOCIAL MEDIA

Use of social media, including Facebook, Twitter, Myspace, Instagram, Pinterest, Google+, LinkedIn, 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.

T-8. BLOGS

Web-based journals, or blogs, that communicated either a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

T-9. CREATIVE TACTICS

Unconventional, creative tactics or approaches 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.)

T-10. PRESS CONFERENCES

One-time events held specifically to announce news to target media about a product, service, issue or organization. A series of events or a multi-day effort does not belong in this category. The one-page summary should address logistics, execution and quantifiable measures that demonstrate how the press conference achieved its stated objectives.

T-11. PRESS KITS/MEDIA KITS

News releases, photographs and other background information compiled for an organization, product or issue. Submit one copy of the press kit or media kit along with the one-page summary. For Digital Press Kits/Media Kits (category 19D), submit the one-page summary and the digital press kit/media kit on a CD, DVD or USB flash drive.

T-12. VIDEO NEWS RELEASES

Pre-produced videos distributed to television stations to inform target audiences of an event, product, service or organization. Entries may consist of an edited DVD, and sound bites on a single DVD or USB flash drive. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

T-13. TELEVISION PSAs

Video productions of one minute or less distributed to television stations as unpaid public service announcements. Single productions or a series addressing the same issue may be submitted on a single DVD or USB flash drive. The one-page summary should include documentation of results.

T-14. RADIO PSAs

Audio productions of one minute or less distributed to radio stations as unpaid public service announcements. Single productions or a series addressing the same issue may be submitted on a single audio CD, DVD or USB flash drive. The one-page summary should include documentation of results that support stated objectives.

T-15. PRINT PSAs

Ads distributed to newspapers and/or magazines as unpaid public service announcements. Single ads or a series of ads addressing the same issue may be submitted but copies of the actual print PSA must be included in the entry. The one-page summary should include documentation of results that support stated objectives.

T-16. INTERNAL VIDEO PROGRAMS

Video programs targeted toward internal audiences such as employees, members, etc. Entrants should submit programs on a DVD or USB flash drive as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

T-17. EXTERNAL VIDEO PROGRAMS

Video programs directed primarily at external audiences. Entrants should submit programs on a DVD or USB flash drive as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

T-18. AUDIO PROGRAMS

Submit audio on a CD, DVD or USB flash drive along with a one-page summary. Summary should include usage statistics or other means of quantified measurement to support stated objectives.

T-19. NEWSLETTERS

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. For Digital Newsletters (category 29C) submit the one-page summary and the digital newsletters on a CD, DVD or USB flash drive.

T-20. BROCHURES

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. For Digital Brochures (category 30C), submit the one-page summary and the digital brochure on a CD, DVD or USB flash drive.

T-21. MAGAZINES

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Submit three consecutive issues along with the one-page summary.

T-22. PUBLICATIONS

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Submit one copy of the publication along with the one-page summary.

T-23. ANNUAL REPORTS

Publications that report on an organization's annual performance. Submit one copy of the publication, along with a one-page summary. For Digital Annual Reports (category 33D) submit the one-page summary and the digital annual report on a CD, DVD or USB flash drive.

T-24. DIRECT MAIL/DIRECT RESPONSE

Communications 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. Submit one copy of the publication along with a one-page summary.

T-25. SPEECHES

Submit text of speech along with a one-page summary. Summary should include information about the audience, purpose of speech and any documented results against the stated objectives.



T-26. ADVERTORIALS

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Submit text of editorial matter and documentation of publication. The one-page summary should include target audience, measurable objectives and budget.

T-27. RESEARCH/ EVALUATION

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Sample of the methodology and findings of any research should be included in

T-28. CRISIS COMMUNICATIONS TACTIC

Include tactics undertaken to deal with an unplanned event that required an immediate response.