



## **2011 Koa Anvil Awards Public Relations Society of America – Hawaii Chapter**

Established in 1983, the Koa Anvil Awards captures and celebrates the four rings of excellence for which the Koa Anvil competition is judged: research, planning, execution, and evaluation. It is the competition to develop better plans, use creativity to produce better results, increase professional skill to produce the best public relations programs and tools that keep the professional motivated and moving forward.

The Hawaii Chapter of the Public Relations Society of America (PRSA) conducts the annual Koa Anvil Awards competition to recognize outstanding public relations programs and tactics, and to encourage improved public relations performance and techniques.

The **Koa Anvil Awards** recognize complete public relations programs incorporating sound research, planning, execution, and evaluation. They must meet the highest standards of performance in the profession.

The **Koa Hammer Awards** recognize outstanding public relations tactics that are a part of a communications campaign. These include research, writing, publications, and audio and visual communications vehicles.

The **Gregg W. Perry Public Relations Professional of the Year Award**, presented by PRSA Hawaii, honors an exemplary practitioner who, during a distinguished career, has made a major contribution to the profession and has applied public relations techniques in a professional manner to achieve meaningful objectives.

The **Hokupa‘a Award**, named after the North Star, is symbolic of a guiding force that always provides leadership to peers in the profession. This award recognizes a relative newcomer to public relations for demonstrating exceptional leadership potential and achievement in his/her initial years in the profession.

The **PRSA Hawaii President’s Leadership Award** recognizes an individual or organization that has made significant contributions to the success of the chapter and the profession.

As the highest honor bestowed by the chapter, the **PRSA Hawaii Hall of Honor** recognizes the ultimate public relations practitioners with distinguished and exemplary careers in public relations who have used the profession to help create understanding between the community and organizations or companies they represented.

## IMPORTANT DATES

### **April 15      Early Bird Deadline – 5 p.m. HST**

**SAVE!** Save \$25 by submitting your entry(s) before the early bird deadline of April 15, 2011.

Payment may be made by credit card (American Express, Discover, MasterCard, or Visa only) or check payable to "PRSA Hawaii" in the amount of \$50 for members and \$75 for non-members for each early bird entry. Entry fees are not refundable. Note: If you pay by credit card, you will be charged a processing fee.

### **April 29      Final Deadline – 5 p.m. HST**

All entries MUST be received at Bright Light Marketing by the final deadline of April 29, 2011, before 5 p.m.

Entries submitted between the early bird deadline and final deadline (April 15 to April 29, 2011) are \$75 for members and \$100 for non-members, \$50 non-profit and sole practitioners PRSA member and \$75 non-profit and sole practitioners non-member. Entry fees are not refundable. Note: If you pay by credit card, you will be charged a processing fee.

### **July 28      28<sup>th</sup> Annual Koa Anvil Awards Dinner**

#### **Best of Show - Koa Anvil**

Koa Anvil winners in all categories are automatically considered for the Best of Show Award (also awarded on July 28) representing the finest example of public relations programming in 2010.

#### **Eligibility**

This competition is open to all public relations professionals in Hawaii, not just PRSA members. major portion of the program must have occurred between January 1, 2010 and December 31, 2010. Programs tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.

#### **Judging**

Only one Koa Anvil or Hammer may be awarded in each subcategory. Up to two other entries in each subcategory may be awarded an Award of Excellence.

Members of another PRSA chapter will judge entries. No awards will be given in categories where judges determine that the entries do not merit them.

Finalists in each category will be notified by early June 2011. From these finalists, the Koa Anvil, Koa Hammer, and Award of Excellence winners will be announced on July 28, 2011, at the 28<sup>th</sup> Annual Koa Anvil Awards Dinner.

## Judging Criteria

**Koa Anvil (Program Category)** entries will be judged on the basis of these criteria: research, planning, execution, and evaluation. All criteria are given comparable weight in the judges' evaluation. **Koa Hammer (Tools Category)** entries will be judged on creativity, quality of production, persuasiveness of content, technical excellence, and appropriateness for the declared audience.

## Koa Anvil Submittal Guidelines

1. Entrants must select a single category per entry. However, entrants may choose to enter their program in more than one category, provided that the program applies to the specific criteria stated within that category. The entry must be submitted with a separate, category-appropriate summary, binder, and entry form, as well as a separate entry fee for each additional category entered. In deciding which category is most appropriate, entrants should examine program objectives, and target audiences. Judges may, at their discretion, disqualify or re-categorize entries they feel have been incorrectly categorized. Call Huy Vo at (808) 275-3014 or Shauna Goya at (808) 543-3506 if you have questions about the categories.
2. You **MUST** complete the entry form and enclose it as the first page in your binder.
3. Submit two copies of your entry. Entries should be limited to one hardcover, three-ring binder no more than 2" thick. Pages should be no larger than 8 1/2" X 11". The stiff-spine binder should be free of lettering, labels, drawings, or other artwork.
4. **For Koa Anvil entries**, a concise summary no longer than two pages must be included in the front section of the binder. Each of the four criteria — research, planning, execution, and evaluation — must be addressed. The two-page summary should be typed using no smaller than a 10-point typeface and one-inch margins.
5. **For Koa Hammer entries**, a concise summary no longer than one typewritten page must accompany the entry. Judges evaluate the tactic on four key areas – planning/content, creativity/quality, technical excellence, and results. The one-page summary should use no smaller than a 10-point typeface and one-inch margins.
6. The binder should include any supporting materials referred to in the summary. This more detailed information should be in tabbed sections behind the summary. For example, if you reference a public relations planning document, a copy of the plan should be placed in the binder. Other examples of supporting materials are research reports, surveys, news releases, samples of tactical materials, and clippings. **In order to minimize the amount of clippings in the binder, include only ten (10) news clippings and provide a summary for all clips.**
7. Entry materials should be display quality. Clear plastic sleeves to package your enclosures are recommended, but not necessary. Only one binder will be returned.
  - a. Written materials must be submitted on 8 1/2" X 11" paper.
  - b. Supporting materials should fit within the dimensions of your binder.
  - c. Video entries should be in DVD format.
  - d. Audio entries should be in CD format.

8. The early bird deadline is April 15, 2011 (in-hand). Final deadline is April 29, 2011 (in-hand). Payment may be made online by credit card (American Express, Discover, MasterCard, or Visa only) or provide a check payable to "PRSA Hawaii" in the amount of \$50 for members and \$75 for non-members for each early bird entry. Entries submitted between the early bird deadline and final deadline (April 15 to April 29, 2011) are \$75 for members and \$100 for non-members, \$50 non-profit and sole practitioners PRSA member and \$75 non-profit and sole practitioners non-member. Entry fees are not refundable. Note: If you pay by credit card, you will be charged a processing fee.
9. Entries that do not meet these requirements may be disqualified.
10. Mail your binders including completed entry form and category-appropriate summary (if not paying online by credit card include check payable to "PRSA Hawaii") to:

PRSA Hawaii Chapter Awards Committee  
c/o Huy Vo  
Bright Light Marketing  
1001 Bishop St., Suite 900  
Honolulu, HI 96813  
(808) 275-3014  
huy@brightlightmarketing.com

For more information, contact Huy Vo at [huy@brightlightmarketing.com](mailto:huy@brightlightmarketing.com) or (808) 275-3014, or Shauna Goya at [sgoya@commpac.com](mailto:sgoya@commpac.com) or (808) 543-3506.

## **Definitions Used In Categories and Subcategories**

The categories and subcategories listed on the following pages will coincide with the definitions below. Please utilize this page to help you decide the most appropriate category and subcategory based on your program's objectives and audiences.

### **Business Products and Business Services**

Subcategories include all profit-making entities. A company that derives half or more of its sales from manufacturing products should enter under "products." A company that derives half or more of its revenues by providing services (such as banks, utilities, retailers, and transportation companies) should enter under "services."

### **Government/Association**

The government subcategory includes all government bureaus, agencies, institutions, or departments at the local, state, and federal levels — including the armed forces, regulatory bodies, courts, public schools, and state universities. Association includes trade and industry groups, professional societies, chambers of commerce, and similar organizations.

### **Non-Profit**

This subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories. This subcategory is not intended for organizations that may have non-profit status but are clearly business organizations. Programs receiving funding or support from private or government organizations should be entered in those subcategories or "partnerships."

### **Partnerships**

This subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including non-profit or government.

### **Packaged Goods/Non-Packaged Goods**

Packaged goods refer to traditional consumer products sold in packages such as food products, pet products, household goods, toiletries, and cosmetics. Non-packaged goods refer to consumer products such as clothing, appliances, and furniture.

## Koa Anvil

The Koa Anvil recognizes outstanding achievement in an entire public relations program. Entries should include more than one communications tool, program, or component. News releases, fact sheets, letters, etc., and proof of publication or broadcast should be submitted as support.

Each entrant must designate on the entry form the category and subcategory that is most appropriate for the entrant's program and the organization that funded it.

### Koa Anvil Entry Categories

#### 1. COMMUNITY RELATIONS

- 1A. Business - Products
- 1B. Business - Services
- 1C. Government
- 1D. Associations/Non-profit Organizations
- 1E. Travel and Tourism/Hospitality

Includes programs that seek to win the support or cooperation of — or that aim to improve relations with — 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.)

#### 2. REPUTATION/BRAND MANAGEMENT

- 2A. Business - Companies with Sales up to \$10 million
- 2B. Business - Companies with Sales more than \$10 Million
- 2C. Government
- 2D. Associations/Non-profit Organizations
- 2E. Travel and Tourism/Hospitality

Includes 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).

#### 3. EVENTS AND OBSERVANCES (SEVEN DAYS OR FEWER)

- 3A. Business - Products
- 3B. Business - Services
- 3C. Government
- 3D. Associations/Non-profit Organizations
- 3E. Travel and Tourism/Hospitality

Includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations, or other special activities and must occur within a time span of one week.

#### **4. EVENTS AND OBSERVANCES (MORE THAN SEVEN DAYS)**

- 4A. Business - Products
- 4B. Business - Services
- 4C. Government
- 4D. Associations/Non-profit Organizations
- 4E. Travel and Tourism/Hospitality

Includes programs or events that take place for longer than a one-week period, such as a year-long anniversary, or activities (commemorations, observances, celebrations, etc.).

#### **5. PUBLIC SERVICE**

- 5A. Business
- 5B. Government
- 5C. Associations/Non-profit Organizations
- 5D. Partnerships (funded jointly by businesses and other organizations including non-profit and government)
- 5E. Travel and Tourism/Hospitality

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 in Category 2: Reputation Programs.)

#### **6. PUBLIC AFFAIRS**

- 6A. Business
- 6B. Associations/Non-profit Organizations
- 6C. Government
- 6D. Travel and Tourism/Hospitality

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.

#### **7. MARKETING CONSUMER PRODUCTS**

- 7A. Healthcare
- 7B. Technology
- 7C. Food & Beverages/Restaurants
- 7D. Packaged Goods
- 7E. Non-Packaged Goods
- 7F. Other (categories not elsewhere defined)

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

## **8. MARKETING CONSUMER SERVICES**

- 8A. Travel and Tourism/Hospitality
- 8B. Healthcare Services
- 8C. Technology
- 8D. Financial Services
- 8E. Other (categories not elsewhere defined)

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

## **9. MARKETING BUSINESS TO BUSINESS**

- 9A. Professional and/or Financial Services
- 9B. Products
- 9C. Other (categories not elsewhere defined)

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

## **10. GLOBAL COMMUNICATIONS**

Includes any type of program (i.e., institutional, marketing, events) sponsored by a U.S. company or a company with a U.S. presence. The program must demonstrate effective global communications implemented in at least two countries, one of which may be the United States itself.

## **11. CRISIS COMMUNICATIONS**

- 11A. Business
- 11B. Government
- 11C. Associations/Non-profit Organizations
- 11D. Travel and Tourism/Hospitality

Includes programs undertaken to deal with an unplanned event, requiring immediate response.

## **12. ISSUES MANAGEMENT**

- 12A. Business
- 12B. Government
- 12C. Associations/Non-profit Organizations
- 12D. Travel and Tourism/Hospitality

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

## **13. INTERNAL COMMUNICATIONS**

- 13A. Business (up to 250 employees)
- 13B. Business (more than 250 employees)
- 13C. Associations/Government/Non-profit Organizations

Includes programs targeted specifically to special publics directly allied with an organization (i.e., employees, members, affiliated dealers, or franchisees).

#### **14. INVESTOR RELATIONS**

- 14A. Companies with Sales up to \$10 Million
- 14B. Companies with Sales more than \$10 Million

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

#### **15. MULTICULTURAL PUBLIC RELATIONS**

- 15A. Business
- 15B. Associations/Government/Non-profit Organizations

For any type of program (i.e., institutional, marketing, community relations) specifically targeted to a cultural group.

#### **16. INTEGRATED COMMUNICATIONS**

- 16A. Consumer Products
- 16B. Consumer Services
- 16C. Business to Business
- 16D. Associations/Government/Non-profit Organizations

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.

## Koa Anvil Summary Guidelines

Provide a two-page concise summary describing the following entry criteria:

- I. Research – Analyze or describe the situation on which the program is based. Summarize the primary or secondary research used to identify problems or opportunities addressed by the public relations plan.
- II. Planning – Outline the public relations plan. Show how the plan correlates to the research findings and specify the plan's objectives, target audiences, strategy, creativity, and budget.
- III. Execution – Describe how the plan was executed including techniques used, tactics undertaken, and difficulties encountered. Participating or cooperating organizations should be identified along with their roles.
- IV. Evaluation – Demonstrate how the program met or exceeded its original objectives through quantifiable measurement methods.

Entries will be disqualified if a summary is not included or exceeds the two-page limit.

### Need help preparing a strong entry summary?

1. Review the “**Tips for Preparing Your Summary**” section (page 11) within the 2011 Koa Anvil Award Call for Entries. Questions are posed to help you complete your two-page summaries.
2. Utilize PRSA's Resource Center. Information and tips are available at the Silver Anvil section of PRSA.org. You can also find the two-page summaries of winning programs at the resource center.
3. Feel free to review the “**Frequently Asked Questions**” section (pages 21-22) within the 2011 Koa Anvil Award Call for Entries. If your question is not answered, please feel free to contact Huy Vo at (808) 275-3014 or Shauna Goya at (808) 543-3506.

## **Tips for Preparing Your Koa Anvil Summary**

The two-page summary is the single most important component of the Koa Anvil entry. Judges evaluate the program on the merit of the four criteria – research, planning, execution, and evaluation – that you share in your two-page summary. Use the following questions to prepare a strong entry:

### Research

- ◆ What prompted the research? Was it in response to an existing problem or to examine a potential problem?
- ◆ What type of research did you use — primary, secondary, or both? Primary research involves original research, including focus groups, interviews, and surveys. Secondary research involves searching existing resources for information or data related to a particular need, strategy, or goal (i.e., online computer database searches, Web-based research, industry reports, and internal market analyses).
- ◆ 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

- ◆ 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?

### Execution

- ◆ How was the plan executed and what was the outcome?
- ◆ How did the activities flow, in general terms?
- ◆ What were the key tactics?
- ◆ Were any difficulties encountered? If so, how were they handled?
- ◆ Were other organizations involved?
- ◆ Were non-traditional public relations tactics used, like advertising?

### Evaluation

- ◆ What method(s) of evaluation were used?
- ◆ What were your results?
- ◆ How did the results compare to the specific, measurable objectives you identified in the planning section?

## Koa Hammer

The Koa Hammer recognizes outstanding public relations tactics. This category is designed for single public relations tools including newsletters, brochures, and magazines. A Koa Hammer can be awarded in each of the categories below. Judging will be based on creativity, quality of production, persuasiveness of content, technical excellence, and appropriateness for the declared audience. Tear sheets, videotapes, clippings, fact sheets, newsletters, annual reports, etc., should be submitted as support. **Note: Entries should be produced in their entirety or substantively by the entrant and not merely “pitched.”**

### Koa Hammer Entry Categories

#### Traditional Media

#### **1. MEDIA RELATIONS – Consumer Products**

- 1A. Healthcare
- 1B. Technology
- 1C. Food & Beverages/Restaurants
- 1D. Packaged Goods
- 1E. Non-Packaged Goods
- 1F. Other (categories not elsewhere defined)

Includes tactics, programs, and events driven entirely by media relations for a consumer product. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD. Packaged goods subcategory refers to traditional consumer products sold in packages such as food products, pet products, household goods, toiletries, and cosmetics. Non-packaged goods subcategory refers to consumer products such as clothing, appliances, furniture, etc.

#### **2. MEDIA RELATIONS – Consumer Services**

- 2A. Travel and Tourism/Hospitality
- 2B. Healthcare Services
- 2C. Technology
- 2D. Financial Services
- 2E. Other (categories not elsewhere defined)

Includes tactics, programs, and events driven entirely by media relations for a consumer service. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

### **3. MEDIA RELATIONS – Business to Business**

- 3A. Professional and/or Financial Services
- 3B. Products
- 3C. Other (categories not elsewhere defined)

Includes tactics, programs, and events driven entirely by media relations to promote a new or existing product or service to a business audience. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

### **4. MEDIA RELATIONS – Associations/Non-profit Organizations**

Includes tactics, programs, and events driven entirely by media relations for an association or non-profit organization. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

### **5. MEDIA RELATIONS – Government**

Includes tactics, programs, and events driven entirely by media relations for a government agency or public service organization. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

### **6. MEDIA RELATIONS – Travel and Tourism/Hospitality**

Includes tactics, programs, and events driven entirely by media relations for a travel and tourism or hospitality organization. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. TV coverage should be submitted on a DVD and radio coverage on a CD.

### **7. FEATURE STORIES\***

Submit text of feature article as well as documentation of publication and placement. The feature article should have been written by the practitioner, and submitted and published through his/her efforts. A one-page summary should include target audience, measurable objectives and any documented results.

### **8. EDITORIALS/OP-ED COLUMNS\***

Includes opinion articles written as an editorial, guest column, or letter to the editor. Submit text of article and documentation of publication. A one-page summary should outline measurable objectives, audience, results, and budget.

## **Online Media**

### **9. PODCASTS**

Includes audio programs/shows produced solely as podcasts, downloadable for play on MP3 players. A one-page summary should include rationale for podcasting strategy, statistics, or other means of quantifiable measurement to support stated objectives, as well as an audio CD copy of the actual podcast being entered.

### **10. VODCASTS**

Includes video programs/shows produced solely as vodcasts, downloadable for play on MP3 players. A one-page summary should include rationale for vodcasting strategy, statistics, or other means of quantifiable measurement to support stated objectives, as well as a DVD copy of the actual vodcast being entered.

### **11. WEB SITES**

- 11A. External
- 11B. Internal/Intranets
- 11C. Online Media Room

Entry demonstrates use of a Web site as part of a public relations program. Include screen grabs or copies of key pages to support a one-page summary. In addition, include the Web site URL for external sites. Online media rooms should be for media only.

### **12. WEBCASTS**

Includes media files distributed over the Internet using streaming media technology, which may be live or recorded. Submit a one-page summary and a DVD of the Webcast, as well as the actual site URL.

### **13. MULTI-MEDIA COMMUNICATIONS**

- 13A. Press Kit/Media Kit (electronic version only)
- 13B. Newsletters
- 13C. Annual Reports
- 13D. Brochures
- 13E. Editorial/Direct Mail

Entry demonstrates use of multi-media technology to produce traditional public relations tactics. Submit a CD and one-page summary of the tactic to reflect its quality, execution, and technical excellence.

## **Social Media**

### **14. BLOGS**

Includes Web-based journals, or blogs, that communicated either a corporate, public service, or industry position. A 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 entry.

## **15. BLOGGER CAMPAIGN**

Entry demonstrates a proactive outreach to the blogger community on behalf of a product, service, or organization. A one-page summary should include rationale for blogger outreach strategy, statistics, or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting blog entries either printed or on a CD.

## **16. WORD-OF-MOUTH**

- 16A. General Word-of-Mouth Marketing Program
- 16B. Viral Marketing Program
- 16C. Street Marketing Program

Includes tactics that get key audiences talking or provide an avenue for conversation through the use of different techniques such as viral marketing, sampling programs, loyalty programs, etc. A one-page summary should include rationale for the program's strategy, statistics, or other means of quantifiable measurement to support stated objectives, as well as a copy of the messages disseminated.

## **17. SOCIAL MEDIA**

- 17a. Social Media Text-based Marketing Program
- 17b. Social Media Photo-based Marketing Program
- 17c. Social Media Video-based Marketing Program

Entry demonstrates social media tactics used as a public relations tool that gets key audiences to start talking about a product, service, company, etc., or which help shape/change perceptions about a product, service, company, etc. through social media sites such as (but not limited to) Facebook, Twitter, MySpace or YouTube. A one-page summary should include rationale for the program's strategy, statistics, or other means of quantifiable measurement to support stated objectives, as well as a copy of the messages disseminated.

## **Tactics**

### **18. CREATIVE TACTICS**

Entry demonstrates an 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 a one-page summary. (If objects are large or bulky, a photograph or video representation should be sent.)

### **19. PRESS CONFERENCES**

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

## **20. PRESS KITS/MEDIA KITS**

- 20A. Products
- 20B. Services
- 20C. Events/Commemorations/Other

Includes 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 a one-page summary. (For online or electronic versions, enter category 13A for multi-media press kits/media kits.)

## **21. VIDEO NEWS RELEASES**

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

## **22. B-ROLL**

Includes video footage, with or without audio, distributed to television stations for use in stories about an event, product, service, issue, or organization. Entries may be submitted on a single DVD. A one-page summary should include usage statistics and other means of quantified measurement to support stated objectives. Video footage edited and produced as a packaged news story/feature with audio should be entered in category 20 (Video News Releases).

## **23. SATELLITE MEDIA TOURS**

Includes live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service, or organization. Entries may consist of one or two of the representative placements on a single DVD. A one-page summary should include statistics or other means of quantified measurement to support stated objectives.

## **24. TELEVISION PSAs**

Includes video 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 DVD. A one-page summary should include documentation of results that support stated objectives.

## **25. RADIO PSAs**

Includes audio productions of one minute or less distributed to radio stations as non-paid public service announcements. Single productions or a series addressing the same issue may be submitted on a single audio CD. A one-page summary should include documentation of results that support stated objectives.

## **26. PRINT PSAs**

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

## **27. INTERNAL VIDEO PROGRAMS**

Includes video programs targeted toward internal audiences such as employees, members, etc. Entrants should submit programs on a DVD as a reasonable representation. A one-page summary should include documentation of results that support stated objectives.

## **28. EXTERNAL VIDEO PROGRAMS**

Includes video programs directed primarily at external audiences. Entrants should submit programs on a DVD as a reasonable representation. A one-page summary should include documentation of results that support stated objectives.

## **29. AUDIO PROGRAMS**

Includes an audio program used as part of a public relations program. Submit an audio CD along with a one-page summary. The summary should include usage statistics or other means of quantified measurement to support stated objectives.

## **30. NEWSLETTERS**

- 30A. Internal Audiences Primarily
- 30B. External Audiences Primarily

Includes 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 that includes the objectives of the newsletter and documentation of results that support stated objectives. (For online or electronic versions, enter category 13B for multimedia newsletters.)

## **31. BROCHURES**

- 31A. Fewer Than 10 Pages
- 31B. 10 Pages or More

Includes 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 a one-page summary that includes the objectives of the brochure and documentation of results that support stated objectives. (For online or electronic versions, enter category 13D for multimedia brochures.)

## **32. MAGAZINES**

- 32A. Internal Audiences Primarily
- 32B. External Audiences Primarily

Includes publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit three consecutive issues along with a one-page summary that includes the objectives of the magazine and documentation of results that support stated objectives.

## **33. PUBLICATIONS**

- 33A. Single Issue Newsletters/Booklets/Pamphlets
- 33B. Books
- 33C. Others

Includes 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 a one-page summary that includes the objectives of the publication and documentation of results that support stated objectives.

## **34. ANNUAL REPORTS**

- 34A. Companies with Sales up to \$10 Million
- 34B. Companies with Sales more than \$10 Million
- 34C. Non-profit Organizations

Includes publications that report on an organization's annual performance. Submit one copy of the publication along with a one-page summary that includes a description of how the report met its communications objectives. (For online or electronic versions, enter category 13C for multi-media annual reports.)

## **35. DIRECT MAIL/DIRECT RESPONSE**

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

## **36. SPEECHES\***

Includes speeches delivered by an individual that are designed to inform or persuade members of a target audience. Submit text of speech along with a one-page summary. Summary should include information on audience, purpose of speech, and any documented results against the stated objectives.

## **37. ADVERTORIALS\***

Includes 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. A one-page summary should include target audience, measurable objectives and budget.

### **38. RESEARCH/ EVALUATION**

Includes 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 the entry, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

***\*Entries in categories 7 (Feature Stories), 8 (Editorials/Op-Ed Columns), 35 (Speeches), and 36 (Advertorials) must be written in their entirety or substantively by the entrant and not merely “pitched.”***

## Koa Hammer Summary Guidelines

Provide a one-page summary describing the following entry criteria:

- I. Objectives
- II. Audience
- III. Budget
- IV. Results (if any)

Entries will be disqualified if a summary is not included or exceeds the one-page limit.

### **Need help preparing a strong entry summary?**

1. A concise summary no longer than one typewritten page must accompany the entry. The summary is the single most important component of the Koa Hammer entry. Judges evaluate the tactic on four key areas – planning/content, creativity/quality, technical excellence, and results. (Media relations categories are not judged on technical excellence). Within these areas, the summary should include measurable objectives, target audiences, budget, and any other specific information requested in the individual category. Results – qualitative, quantitative, or both – should provide evidence of how the stated measurable objectives were met and how the entry impacted the success of a broader or ongoing program. The summary should use no smaller than a 10-point typeface and one-inch margins.

2. Feel free to review the “**Frequently Asked Questions**” section (pages 21-22) within the 2011 Koa Anvil Award Call for Entries. If your question is not answered, please feel free to contact Huy Vo at (808) 275-3014 or Shauna Goya at (808) 543-3506. If Huy or Shauna cannot address your question, they will connect you with a PRSA member who can provide further guidance.

## Frequently Asked Questions

### **Q. What programs are eligible for entry into the awards?**

Koa Anvil is for complete strategic public relations programs and Koa Hammer is for tactics within public relations programs.

A major portion of the program must have occurred in the prior calendar year.

Programs have a better chance of winning near their completion, when evaluation against initial objectives can be measured.

### **Q. Can I enter more than once, in multiple categories?**

Entrants must select a single category per entry. However, entrants may choose to enter their program in more than one category, provided that it applies to the specific criteria stated within that category. The entry must be submitted with a separate, category-appropriate, two-page summary, binder, and entry form, as well as a separate entry fee for each additional category entered.

### **Q. I'm confused about which category to enter. There seem to be several into which mine might fit. Can you help?**

Sometimes there indeed are two or more different categories into which an entry might fit. For example, many entries that fit in special events could also fit in another category. The rules, however, require that you select a single category in which to enter. While our judges can disqualify any entry that does not fit in the category, this is a rare action and is taken only when an entrant has blatantly disregarded the category description.

In selecting your category, examine your strategic plan. What was the audience? What were the objectives? These are questions you are required to answer in the two-page summary that is the central item of the entry. The answers to these questions should help guide you in selecting the right category fit, after you've carefully read the descriptions. As long as you utilize such a reasoned approach to selecting your category, it's highly unlikely that the judging teams would make a determination that you have broken the rules and disqualify your entry.

### **Q. The rules say my stiff-spine binder should be free of lettering, labels, drawings, or other artwork. What does that mean?**

Once the binder that you have submitted arrives to PRSA Hawaii for judging, it receives a label. Since the judges disregard the outside of your binder and focus specifically on the content, please leave the outside of your binder blank. Be assured that we will still be able to identify that it is your binder.

### **Q. Can you tell me how many entries fall in the different categories?**

No. We do not reveal the number of entries in any category or subcategory. You should select the single category you feel best fits the entry without trying to guess what the competition in a particular one might be. The number of entries in each category usually varies from year to year.

**Q. Will I get feedback for my entry, if it does not win?**

PRSA Hawaii does not provide feedback for every Koa Anvil and Hammer entry that is submitted. Copies of the judges' comments are available after the 28<sup>th</sup> Annual Koa Anvil Awards Dinner on July 28, 2011. The information is considered confidential and is only provided to the contact person for each entry.

**Q. The Koa Anvil rules ask for budgetary disclosure but my client insists on confidentiality, what do I do?**

Judges are aware and instructed that they should not base their entire evaluation on the inclusion or exclusion of budgetary design. Budget should be included, if possible, as it is an integral part of any PR program. We suggest that you speak in broader terms on how the budget was applied to the program. If you cannot give exact figures give percentages or fractions. Exclusion of budgetary information will not disqualify the entry, but the budget must be addressed in some manner.

**Q. My boss is a member but I want to enter the awards, can I use his name and be the contact person?**

No. Each entry can have only one contact person and that person must be entered under a member or non-member status. All member entry submissions will be verified and the member will become the contact person for that program.

The member must be current and in good standing. Those entering with expired memberships will be charged as non-members. Non-members can enter with one contact person per entry.

**Q. If my binder does not win, can I have it back?**

Since two entry binders are required, one binder will be available for pick-up during the 28<sup>th</sup> Annual Koa Anvil Awards Dinner on July 28, 2011. Entry binders not picked up at the event will be discarded, unless otherwise noted.

**Q. What form of payment should I use and how are entry fees accepted for the awards?**

For entry fees, PRSA Hawaii will accept mail-in checks payable to "PRSA Hawaii" or credit cards (American Express, Discover, MasterCard, or Visa only) via our secure credit card processor, Acteva. Those paying by credit card will be charge a processing fee.

Make sure you complete the easy entry form online before submitting your entry binder.

**Q. How do I know if PRSA received my entry?**

Once we process your entry, you will be sent an e-mail notification (approximately two weeks after the deadline). If receipt of entry is required immediately, please send your entry by traceable delivery.

## **Koa Anvil and Hammer Checklist**

Remember to enclose the following:

1. Printed entry form (required, 1 per entry binder)  
*If not paying online with credit card, please enclose check.*
2. Entry (one binder, not to exceed 2" thick); submit two copies/binders
3. Two-page summary for Koa Anvil or one-page summary for Koa Hammer (minimum of 10-point typeface and one-inch margins)

Finalists will be contacted by early June 2011. Winners will be posted on July 29, 2011.

**Early Bird Deadline: April 15, 2011**

**Final Deadline: April 29, 2011**

Absolutely no extensions will be granted.

Send to:

PRSA Hawaii Chapter Awards Committee  
c/o Huy Vo  
Bright Light Marketing  
1001 Bishop St., Suite 900  
Honolulu, HI 96813  
(808) 275-3014  
huy@brightlightmarketing.com

One entry binder will be available for pick-up at the 28<sup>th</sup> Annual Koa Anvil Awards Dinner on July 28, 2011. The decision of the judges is final.

## **Gregg W. Perry Public Relations Professional of the Year**

The Gregg W. Perry Public Relations Professional of the Year Award, presented by PRSA Hawaii, honors an exemplary practitioner who, during a distinguished career, has made a major contribution to the profession and has applied public relations techniques in a professional manner to achieve meaningful objectives. (Although this award is normally presented each year, if no appropriate nominee can be identified, it is preferable – in order not to diminish the value of the award – to forgo presenting it for a year rather than give it to an individual who is less than outstandingly qualified.)

This is the Hawaii Chapter's equivalent of the nationally esteemed Gold Anvil Award and will be presented as a part of the Koa Anvil Awards ceremony.

### **Past Recipients**

2010 Donda Spiker, APR	1997 Catherine Pescaia Sharpe
2009 Nancy Daniels, APR	1996 Rick Zwern, APR
2008 Nathan Hokama	1995 Jim Boersema, APR
2007 Sara Foley	1994 Sheila Donnelly, APR
2006 Melissa Chang, APR	1993 Roy J. Leffingwell, APR
2005 Shawn Nakamoto, APR	1992 Craig Miyamoto, APR, Fellow PRSA
2004 Dr. Helen Varner	1991 Andrea Simpson, APR
2003 Kitty Lagareta	1990 Mark Zeug, APR
2002 Stafford Kiguchi, APR	1989 Robert Costa, APR
2001 B.J. Whitman, APR, Fellow PRSA	1988 Sharon Weiner, APR
2000 Ralph Kam, APR, Fellow PRSA	1987 Sam Schneider, APR
1999 Scott Shirai, APR, Fellow PRSA	1986 Bill Cook, APR
1998 Al Rodrigues, APR	1985 William "Doc" Stryker, APR

### **Method of Nomination**

Any individual may nominate a candidate for the award. Nominees must be PRSA Hawaii members. APR designation is preferred. Any number of individuals may nominate the same candidate using separate forms. In addition, letters from members supporting a nomination are encouraged. All nominations will be kept confidential to preserve the integrity of the selection process. There is no entry fee for the nomination.

Entries are due no later than 5 p.m. Friday, April 15, 2011. No late entries will be accepted.

**For the Gregg W. Perry entry form, please visit [PRSAHawaii.com](http://PRSAHawaii.com).**

## **Hokupa‘a Award**

The Hokupa‘a Award, named after the North Star, symbolizes a guiding light that inspires peers in the profession. This award recognizes a relative newcomer to public relations for demonstrating exceptional leadership potential and achievement in his/her initial years in the profession. (Although this award is normally presented each year, if no appropriate nominee can be identified, it is preferable – in order not to diminish the value of the award – to forgo presenting it for a year rather than give it to an individual who is less than outstandingly qualified.)

The nominee must have two to five years experience in public relations, excluding internships or part-time employment while working on a degree; and must demonstrate professionalism, community service, public relations accomplishments, and leadership skills.

The award will be presented as a part of the Koa Anvil Awards Dinner.

### **Past Recipients**

2009 Michael Ni  
2008 Moani Wright-Van Alst  
2007 Rebecca Pang  
2006 Melissa Malahoff-Kamei  
2005 Song Choi  
2004 Tina McNealey  
2003 Kristen Bonilla  
2002 Amy Hennessey  
2001 Michelle Busbee

### **Method of Nomination**

Any individual may nominate a candidate for the award. Nominees must be PRSA Hawaii members. Any number of individuals may nominate the same candidate using separate forms. In addition, letters from members supporting a nomination are encouraged. All nominations will be kept confidential to preserve the integrity of the selection process. There is no entry fee for the nomination.

Entries are due no later than 5 p.m. Friday, April 15, 2011. No late entries will be accepted.

**For the Hokupa‘a entry form, please visit [PRSAHawaii.com](http://PRSAHawaii.com).**