



2023 Call For Entries

Within the East Central District of PRSA, exemplary communications programs are crafted and launched daily. For the past 46 years, the East Central District of the Public Relations Society of America annually presents the Diamond Awards to public relations practitioners who are successfully addressing a communications challenge with exemplary skill, creativity and resourcefulness.

The awards program is open to public relations, communications and marketing professionals who work within the district's boundaries. The East Central District comprises PRSA chapters in Indiana, Kentucky, Michigan, Ohio, western Pennsylvania and West Virginia. Membership in PRSA is not required to enter; however, members will receive a discounted rate for submissions.

Campaigns and tactics entered in the 2023 competition must have been completed either during 2022, or any time prior to the 2023 entry final deadline.

Early Bird Deadline: Aug. 14, 2023. Pricing: \$65 for PRSA members, \$85 for non-PRSA members.

Regular Deadline: Sept. 15, 2023. Pricing: \$80 for PRSA members, \$100 for non-PRSA members.

Final Deadline: Sept. 29, 2023. Pricing: \$125 for PRSA members, \$150 for non-PRSA members.

For more information or questions, please contact ecddiamondawards@gmail.com

[ENTER HERE](#)

Welcome to the Diamond Awards!

On behalf of the East Central District of the Public Relations Society of America, we welcome you to enter the 2023 Diamond Awards!

The Diamond Awards are closely aligned with PRSA's national Silver and Bronze Anvil Awards to allow organizations and PR professionals to easily submit their campaign or tactic for national entry. We encourage you to learn more about this awards program and pursue national recognition as well.

As in previous years, entries will be judged by a partner PRSA chapter to ensure objectivity. This year, the Chicago Public Relations Association will judge the entries that are potentially a Diamond Award or a Merit Award. A Best of Show honoree will also be awarded as part of this year's program.

Thank you for entering. We look forward to recognizing the public relations brilliance within our District! For more information or questions, please contact ecddiamondawards@gmail.com.

Kind Regards,

East Central District PRSA Diamond Awards Committee

Tips for a successful submission

- Use the judging score sheets as a checklist when preparing your entry to make sure you best address all elements in your entry. These can be found at the bottom of the [Diamond Awards webpage](#). Key elements should be contained in your summary with supporting elements providing elaboration/evidence.
- Entry summaries are limited to a one-page PDF for tactics and a two-page summary for campaigns. One piece of supporting documentation is required, as is a 50-word summary of the entry. You may have up to ten supporting documents plus a web address.
- The maximum file size for attachments is 100 MB. The only file extension that may be submitted is a PDF.
- You will be invoiced within 48 business hours after entry, due on receipt. Amount invoiced will be determined by the rate in effect at time of timestamp on entry. Payment must be received in full by close of business on Wednesday, October 5, 2023 in order for your entry to proceed and be judged.
- We recommend that if you have an audio or video file as your supporting material, please upload the file to YouTube or Vimeo and provide the URLs in a PDF attachment.
- When submitting images, submit web versions instead of hi-res, to minimize file size.
- Instead of providing a copy of every media clip, consider displaying the most notable and attaching a separate list.

Judging

The 2023 judging criteria reflects changes that PRSA National has adopted to encourage strong and competitive entries. Entries will be scored out of 100 points. Please follow the scoring rubrics that can be found on the [Diamond Awards webpage](#). Judges will be required to score by these rubrics.

A panel of judges from a neutral PRSA Chapter will judge the entries to determine the Diamond, Merit and Best of Show Award winners. Winners will be notified by early November.

Campaign Categories

Similar to those for PRSA's prestigious Silver Anvil Awards

// Community Relations

Activities seeking to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the organization has an interest, need or opportunity. Communities can be internal, external or both.

// Crisis Communications

Activities dealing with an event that has, or may have, an extraordinary negative impact upon the organization.

// Events and Observances - Seven Days or Less

Activities taking place from one to seven consecutive days (not including planning and preparation). Activities may be commemorations, observances, openings, celebrations or other special activities.

// Events and Observances - Eight Days or More

Activities taking place for eight days or more (not including planning and preparation). Activities may be commemorations, observances, openings, celebrations or other special activities, for example a year-long anniversary celebration.

// External Communications

Activities which communicate organizational goals or programs to an external audience.

// Global Communications

Activities which communicate organizational goals or programs to an audience outside the United States.

// Integrated Communications

Activities which employ creative and effective integration of public relations strategies and tactics with other promotional marketing communications such as advertising, influencer marketing and interactive media.

// Internal Communications

Activities which communicate to specific publics within an organization, for example, employees or members.

// Investor Relations

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

// Issues Management

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

// Marketing

Includes programs designed to introduce new products/services, or promote existing products/services to a particular audience.

--- Business to Business

--- Consumer Products

--- Consumer Services

// Multicultural and Diversity

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

// 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.

// Public Service

Includes programs that advance public understanding of societal issues, problems or concerns.

// 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.

// Social Media

Social media are primarily Internet- and mobile-based tools for sharing and discussing information among people. You must use at least two different social media tools in order to be considered a campaign.

Tactics Categories - Similar to those for PRSA's prestigious Bronze Anvil Award.

// Annual Reports

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

// Collateral

Brochures, direct mail, posters that are stand-alone or support a campaign.

// Executive Communications

Positioning of an executive at any level across earned, owned, and shared platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media, posts or memos.

// Influencer Marketing / Promotion

Tactic that focuses on using paid spokespeople and key leaders to increase awareness and drive your brand's message to the larger market. Include details of achievements/benchmarks on how the spokesperson met/exceeded campaign goals.

// Logo

Logos that are stand-alone or support a campaign.

// Digital Magazine, Newsletter, Blog

Online-only publications, journals or blogs 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. Upload samples of three consecutive issues along with the one-page summary. The one-page summary should include rationale for strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives.

// Print Magazine

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. Upload samples of three consecutive issues along with the one-page summary.

// 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.

// Mobile App

Use of mobile applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.

// Online Newsroom

Also known as a pressroom, media room, press center or media center is a website, web page or site section that contains distributable information about a corporation or organization.

// Podcasts

How did you tell your story - was the purpose to teach or share? Was it intended for internal or external audiences and was there engagement on multiple platforms? Provide listener feedback.

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

// Single Issue Publications

Single-issue publications (print or digital) designed for a special purpose (magazine, newsletter, report, etc.). Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary.

// Social Media

Did you take social storytelling to another level? How did you use YouTube, Facebook, Pinterest, LinkedIn, Instagram or Snapchat to tell your brand's story? Share screenshots or links to your story and measurable objectives and the results.

// Videos

Pre-produced videos distributed online or otherwise to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited video and one of any sound bites. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

// Websites, External

Use of a website as part of an external audience communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

// Websites, Internal

Use of a website as part of an internal audience communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

// Writing

Articles or other writings that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of writing, as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results.