



# PEPPERPOT AWARDS 2022

**TUESDAY, DECEMBER 6**

The Lucy in Philadelphia

## **CALL FOR ENTRIES**

PRSA PHILADELPHIA CHAPTER | EST 1968

### **DEADLINE FOR SUBMISSION**

**Early Bird:** Friday, September 16 at 11:59 PM

~~**Absolute Final:** Friday, October 7 at 11:59 PM~~

**EXTENDED DEADLINE:**

**Monday, October 10 at 5:00 PM**



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# INTRODUCTION

Thank you for your interest in submitting your organization's accomplishments for the 2022 PRSA Philadelphia Pepperpot Awards. Included are materials that will help your submission process run smoothly. Please read all instructions thoroughly. All entries will be submitted online at [judgify.me/2022Pepperpots](https://judgify.me/2022Pepperpots).

## CONTACT INFO

We are more than happy to assist you with any questions you may have. Please direct your questions to [pepperpots@philly.org](mailto:pepperpots@philly.org) or (215) 356-6001.

## AWARD DEADLINES

Early Bird Submission Deadline	<b>FRIDAY, SEPTEMBER 16</b>
<b>EXTENDED</b> Award Submission Deadline	<b>MONDAY, OCTOBER 10 AT 5:00 PM ET</b>
<b>EXTENDED</b> Deadline to Submit Individual Awards	<b>FRIDAY, NOVEMBER 4</b>

*\*All deadlines are final and **WILL NOT BE EXTENDED**. There will be no exceptions.*

## MORE TO COME

PRSA Philadelphia's Annual Pepperpot Awards offers opportunities to promote your company or organization through sponsorship and program ads. Keep your eye out for more information. Registration information will be available later this summer. We will continue to monitor the spread of COVID-19 and will recommend safety guidance prior to this live, in-person event. Thank you in advance for your interest in supporting the PRSA Philadelphia Chapter and the 2022 Pepperpot Awards.

## THE HOW TO

The list of Campaign and Tactic Categories, along with the Individual Awards, follow on page 3. Please continue to read the additional sections to learn more about how to submit to the Pepperpot Awards Celebration of Excellence.

# ENTRY REQUIREMENTS

## SUBMISSIONS FOR CAMPAIGN & TACTIC CATEGORIES

**THE 2022 PRSA PEPPERPOT AWARDS ARE OPEN TO ORGANIZATIONS, AGENCIES AND INDEPENDENT PRACTITIONERS THAT MEET AT LEAST ONE OF THE FOLLOWING THREE CRITERIA:**

1. Person submitting the award is a member of PRSA Philadelphia; or
2. Organization/individual has executed the public relations campaign and/or tactic in the Greater Philadelphia region; or
3. Organization or client is based in the Philadelphia region

## TIMING

To be eligible for a Pepperpot or Ladle award, the campaign or tactic must have been completed between **Aug. 1, 2021** and **Jul. 31, 2022**.

## INDIVIDUAL ACHIEVEMENT AWARDS

Individual Achievement Awards are open to members of PRSA Philadelphia. There are no entry fees associated with these awards. Guidelines for submitting Individual Achievement Awards can be found on page 7. To submit your candidate, you can use the form found by following the link for the Pepperpot Awards on the [PRSA Philadelphia website](#).

## ANNOUNCEMENT OF WINNERS

Finalists for Pepperpot and Ladle awards will be informed in November once judging is completed. Winners will be announced at the 2022 **PRSA Pepperpot Awards event on Tuesday, Dec. 6, 2022**. Individual Achievement Award winners will be notified in advance of the event so that they can plan to attend to receive their recognition.

# CAMPAIGN CATEGORIES

## **1. Public Service**

Programs that promote societal good, in which the sponsoring organization's principal motivation is altruistic or philanthropic.

## **2. Reputation/Brand Management**

Multifaceted campaigns/programs affecting an organization's overall relations with its key public or key elements of its public, including a minimum of four of the following: internal communications, community relations, media relations, governmental relations, investor relations, marketing communications and other external communications. 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.

## **3. Special Events and Observances — Budget \$15,000 or Less**

Programs or events that had a total budget of \$15,000 or less. Events may be commemorations, openings, observances or celebrations for non-profit, government or for-profit entities.

## **4. Special Events and Observances — Budget \$15,001 or More**

Programs or events that had a budget of \$15,001 or greater. Events may be commemorations, openings, observances and celebrations for non-profit, government or for-profit entities.

## **5. Community Relations**

Programs aimed at improving relations with, or seeking to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

## **6. Public Affairs**

Programs of specific, short-term nature, designed to affect or influence public policy and/or legislation, regulations, political activities or candidacies — at the local, state or federal government levels.

## **7. Development or Fundraising**

Programs that support an outstanding fundraising program.

## **8. Marketing Communications**

Programs designed to introduce and promote new or existing services, ideas or manufactured products. Some examples include, but aren't limited to the following industries: health care, technology, food, beverages, retail stores, restaurants, travel and tourism/hospitality, and financial services.

## **9. 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.

## **10. Multicultural Communications**

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

## **11. Crisis Communications and Issues Management**

Programs undertaken to deal with issues that could extraordinarily affect the ongoing business strategy for companies, government entities, associations and nonprofit organizations. Entries limited to crises or issues management plans that have been implemented or tested ONLY.

## **12. COVID-19 External Communications**

*12.1 For Profit*

*12.2 Not-for-Profit*

Programs to communicate to a variety of stakeholders during the ongoing pandemic, providing a range of communications to the external audiences.

## **13. COVID-19 Internal/ Employee Communications**

*13.1 For Profit*

*13.2 Not-for-Profit*

Programs to communicate the process of working during the ongoing pandemic, providing a variety of communications to the internal/employees.

## **14. Internal/Employee Communications**

Programs to improve internal efficiency through enhanced communications, diversity or programs affecting relations with employees, or volunteers, members or affiliated dealers and franchises.

## **15. Social Media Campaign**

Campaigns that principally or substantially use social media platforms to advance the strategies and objectives of the organization.

## **16. Media Relations**

*16.1 For Profit*

*16.2 Not-for-Profit*

Programs driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the resulting media coverage (See Submission Guidelines section for file size restrictions).

## **17. Influencer Programs**

A campaign that engages an outside source to use their influence, driven by personal experience and relationship with their networks, to market to a targeted audience.

## **18. Shoe-String Budget Campaigns (less than \$5,000)**

Effective campaign despite limitations of a small budget. This does not include staff time and overhead.

# TACTIC CATEGORIES

Some tactics will apply to print, digital or both. Because all supplemental materials will be uploaded electronically, we recommend mentioning within your two-page summary if your tactic was specific to either format.

## **19. Research**

A research tactic that informed a public relations program. Describe methodology, execution and results.

## **20. Newsletters**

Digital or print publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. The summary should include rationale for the newsletter, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit two consecutive issues as supporting materials.

## **21. Magazines**

*21.1 Internal Audiences*

*21.2 External Audiences*

Digital or print publications that 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. The summary should include rationale for magazine, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit two consecutive issues as supporting materials.

## **22. Brochures**

Pamphlets, booklets, or other small publications designed to inform a target audience about an organization, products, services or issues. The summary should include rationale for the brochure, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **23. Annual Reports**

Publications that report on an organization's annual performance. The summary should include rationale for the annual report strategy, the target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **24. Special-Purpose Publications**

Books, posters and other publications not eligible for consideration in other categories. The summary should include the rationale for the tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **25. Audio/Video Programs**

Pre-produced or live videos, webcasts/webinars and podcasts distributed online to inform target audiences of an event, product, service, issue or organization. The summary should include the rationale for the program, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit no more than 10 minutes of the program.

## **26. Feature Stories**

Feature articles that have been written by a practitioner and submitted and published through their efforts. The summary should include the rationale for the feature story tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit text of feature article as well as documentation of publication.

## **27. Editorial/Op-Ed Columns**

Opinion articles written as editorials, guest columns or letters to the editor. The summary should include the rationale for the editorial or op-ed tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit text of article and documentation of publication.

## **28. Website**

Use of a website as part of a public relations program for external, internal/intranets and online media rooms. The summary should include the rationale for the website tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL when possible. Submit links or screenshots to top five pages only.

## **29. Content Marketing**

*29.1 For Profit*

*29.2 Not-for-Profit*

Use of owned or paid media such as blogs, infographics, sponsored content, advertorials, brand journalism and company newsrooms to support public relations messaging and traffic for an event, product, service, company or campaign. Screenshots of the tactic being entered, as well as the actual site URL (if applicable) or original artwork file, must be submitted as part of the entry. The summary should include the rationale for the strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **30. Smartphone/Tablet Applications**

Use of smartphone and/or tablet applications as part of a public relations program. Include copy and any images of key pages to support your summary. The summary should include the rationale for the app, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Additionally, include brief instructions on how to download the application.

## **31. Social Media Platform**

Use of social media (internal or external platform), including, but not limited to, Facebook, Twitter, LinkedIn, Pinterest, Instagram, TikTok, Snapchat, etc., as part of a public relations program. The summary should include the rationale for the social media strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Include screenshots to support your summary. Additionally, please include the URL(s).

## **32. Executive Communications**

Tailored message to the personal style and context of the executive's voice, whether it is written and distributed or verbally given to the audience at meeting or program. Provide a sample of the communication.



# INDIVIDUAL ACHIEVEMENT AWARDS

The PRSA Individual Achievement Awards honor extraordinary individuals for excellence in public relations. To submit your nominee for any of the following awards, please visit the Award Recognition Form on the [PRSA Philadelphia website](#). As a reminder, the deadline for nominating individuals for this recognition is **Friday, November 4**. There is no fee to enter the Individual Achievement Awards. The winners of the awards are selected by a small committee made up of PRSA Philadelphia Chapter Leadership.

## 1. Anthony Fulginiti Award for Commitment to Education

In 1976, Professor Tony Fulginiti took his passion for public relations and established a PRSSA chapter at Rowan University. He saw this as an opportunity for public relations students to learn and grow in a professional setting and for Rowan to make a name for itself in the PR world. Forty years later, the Rowan PRSSA chapter is one of the most successful chapters in the nation. The Anthony Fulginiti Award was established to honor a public relations professional who shares Tony's commitment to the future of our profession. The award honors a person who excels in education, either through their mentoring/teaching, their efforts to help shape the careers of future PR professionals or their contributions to PRSSA.

## 2. Maxine Elkin Award for Distinguished Service

The late Maxine Elkin was well known in Philadelphia as a public relations professional who also served as a great asset to the Philadelphia PRSA chapter. The Maxine Elkin Award honors someone with Maxine's passion for public relations, particularly in the field of media relations, through leadership, professionalism and integrity in the field of public relations, and shares a commitment to the advancement of the profession.

## 3. Frank X. Long Award for Excellence in Writing

Frank Long passed away after a stellar 50-year career that ran the public relations gamut. Frank's true passion was writing with creativity, style and flair. The Frank X. Long Award, created in 2000, honors a public relations professional who practices and professes Frank's passion and honors excellence in writing and creativity.

## 4. DeAnn White Award for Excellence in Community Service

DeAnn White's short career was filled with accomplishments that take many a lifetime to achieve. When she tragically passed away in the summer of 2000 at the age of 25, she was public relations manager for the New Jersey State Aquarium. Though she was busy building her PR career, DeAnn still managed to find time to volunteer her PR talent to the Multiple Sclerosis Society and St. Mary's Home for Children Living with AIDS. She also created a family outreach project called Sister II Sister. The DeAnn White Award was established in 2000 to acknowledge the work of a Philadelphia PRSA member who utilizes their public relations expertise in the field of community service and volunteerism.

## 5. Anne Sceia Klein Award for Professional Promise

The Anne Sceia Klein Award for Professional Promise recognizes a college junior or senior who is a member of a PRSSA chapter affiliated with Philadelphia PRSA, and has demonstrated his or her dedication to advancing himself or herself in the field of public relations. Interested students should provide: a one-page resume; a 350-word essay on how you plan to pursue your career in public relations and what contributions you hope to make to the profession; one academic or professional reference letter; and a copy of your transcript.

# SUBMISSION GUIDELINES & CHECKLIST

To ensure your entries are submitted properly, please read the guidelines carefully and review all of the categories to select the most relevant.

## ENTERING THE AWARDS

Please submit 2022 Pepperpot Award entries to [judgify.me/2022pepperpots](https://judgify.me/2022pepperpots) and submit payments to [philly.org/pepperpot-awards](https://philly.org/pepperpot-awards). Judgify was tested using Internet Explorer, Chrome and Firefox.

### **Complete the required information to submit your entry, including:**

- Your name or the name that should be associated with the entry.
- Your organization (as you would want it to appear on the award).
- Your email (for notification purposes).
- Your telephone number (Please provide a direct line if possible to the person we should contact if there are questions about the submission).
- If you are submitting on behalf of a client, your client's organization (as it should appear on the award).
- Your client contact's name.
- Your/their organization's address.
- 40-word brief description of the entry (see further details to follow).
- Two-page summary in .doc, .docx or .pdf format (see further details to follow). PDF format is recommended.
- Company logo and client's logo (if applicable).
- Supplemental Materials: Up to five supporting files and three relevant URLs can be included (see further details to follow).
- Select "Submit" to submit your entry. Select "Save Draft" to submit later.
- Select "Submit and Add New" if you want to enter multiple submissions.

**NOTE:** Microsoft Word files (.doc and .docx) are acceptable files for uploading, but **PDF format is highly recommended.**

## BRIEF DESCRIPTION

Write a 40-word summary of your entry that highlights your achievements for the specific entry category. If you are first writing this paragraph in Microsoft Word, please remove the character formatting before copying and pasting into Judgify. To do this: Highlight the portion you want to copy and paste in Microsoft Word, then click on the drop-down menu in the “Styles” section of the Home tab (next to Change Styles). Choose “Clear Formatting.” Copy and paste that text into Judgify.

## TWO-PAGE SUMMARY

Write a compelling summary, no longer than two pages, that addresses the judging criteria listed below and on page 10. See the Judging section for more information on the judging breakdown and the Program Categories for category-specific detail on what to include with your entry. Summaries should address each of the three judging criteria:

- **Program Overview/Objectives:** including situation analysis, goal, budget, research, target audiences, objectives and planning.
- **Execution:** how the campaign was carried out, including strategies and tactics. If paid advertising materials were part of the program, they must be described within the entry.
- **Evaluation/Results:** results achieved and how results met the stated objectives. If other organizations or individuals cooperated or assisted with your program, describe their roles.

## SUPPLEMENTAL MATERIALS

Up to five supporting files (no larger than 15 MB each, except for Supporting Material 1 upload, which permits a larger file to accommodate video and magazine-related categories) and three corresponding URLs may be uploaded to support your entry.

Files can include, but are not limited to: research, results, photographs, news releases, media placements, letters, planning documents or other tactical materials. Multiple supporting documents can be combined into a single PDF to constitute one supporting material.

For example, one file may be a PDF containing all planning materials and media clips; another may be a video clip recapping the event or program; and the final file may be a photo slideshow, etc. Organizations submitting tactics that include redesigns (design, content, etc.) should upload the before and after versions when possible. For a list of acceptable file extensions, please see the FAQs section (page 13).

# JUDGING

The South Carolina Chapter chapter will judge the 2022 entries. Judges will evaluate all entries in an equitable manner for Campaign and Tactic Awards. (Individual Award winners are selected outside of the cross chapter reciprocal judging process.) No awards are given in categories for which judges determine entries do not merit them.

## RUBRIC

### **Presentation (10 points)**

- Overall appearance, organization, and completeness of entry
- No grammatical or spelling errors
- Effective overview of the campaign or tactic
- Supporting materials effectively support the entry

### **Research (20 points)**

- Identify quality of primary or secondary research
- Clearly supports campaign or tactic
- Effectively identifies the challenges or opportunities and the approaches likely to be successful to achieve the desired results

### **Planning (20 points)**

- Depicts the breadth of preparation and strategy, including identification of target audiences and measurable objectives
- Relationship of the program plan to the research and objectives is cohesive
- Originality was applied in selecting strategies, tactics, techniques and deliverables
- Budget (dollar amount or staff time and/or resources)

### **Execution (25 points)**

- How the plan was implemented, including appropriateness of steps taken to meet objectives and reach the audience
- In-progress adjustments were made and effective (if needed)
- Resources were allocated effectively
- Appropriate materials and channels used to reach intended audiences

### **Evaluation (25 points)**

- Relays to what degree the program or tactic met its objectives
- Measurement of intended effect – to what degree the program met its objectives
- Evidence of success measured against objectives

# ENTRY FEES

	PRSA PHILADELPHIA CHAPTER MEMBER RATE**		NON-MEMBER RATE	
	EARLY BIRD DEADLINE RATE* 9/16/22	FINAL DEADLINE RATE* 10/7/22	EARLY BIRD DEADLINE RATE* 9/16/22	FINAL DEADLINE RATE* 10/10/22
1 SUBMISSION	\$80	\$95	\$130	\$150
2 SUBMISSIONS	\$160	\$190	\$260	\$300
3 SUBMISSIONS	\$240	\$285	\$390	\$450
4 SUBMISSIONS	\$320	\$380	\$520	\$600
Any entrant with 5 or more submissions will receive a pricing discount.				
5 SUBMISSIONS	\$360	\$430	\$595	\$690
6 SUBMISSIONS	\$400	\$480	\$670	\$780
7 SUBMISSIONS	\$440	\$530	\$745	\$870
8 SUBMISSIONS	\$480	\$580	\$820	\$960
9 SUBMISSIONS	\$520	\$630	\$895	\$1,050
10 SUBMISSIONS	\$560	\$680	\$970	\$1,140
11 SUBMISSIONS	\$600	\$730	\$1,045	\$1,230
12 SUBMISSIONS	\$640	\$780	\$1,120	\$1,320
13 SUBMISSIONS	\$680	\$830	\$1,195	\$1,410
14 SUBMISSIONS	\$720	\$880	\$1,270	\$1,500
15 SUBMISSIONS	\$760	\$930	\$1,345	\$1,590

\*Early Bird entries must be submitted in Judgify by Sept. 16, 2022 at 11:59 PM. All deadlines are final.

\*\* Chapter membership status will be verified.

\*\*\* If you anticipate you might submit additional entries after your initial submission, we will adjust your pricing to honor the appropriate discount for the complete number of entries.

## SUBMITTING PAYMENT

Once you've finished entering your submissions, continue to the PRSA Philadelphia website to pay for your entries: [\*\*philly.org/pepperpot-awards\*\*](https://philly.org/pepperpot-awards)

For your security and to continue the several discounts we offer, payment will be collected on the PRSA Philadelphia website or via check. Please submit your payment in advance of the final deadline (or if mailing a check, postmarked by the entry) to have your entry submitted for judging.

### **There are two options to remit payment:**

#### **CHECK**

Please make checks payable to “**PRSA Philadelphia**” and send to:

**PRSA Philadelphia**  
**c/o Michele Von Deak**  
**405 N. Stanwick Road**  
**Moorestown, NJ 08057**

If you would like an invoice, we are happy to accommodate your request. Please contact Alyson Maloney at [\*\*pepperpots@philly.org\*\*](mailto:pepperpots@philly.org) with your request for an invoice along with the name and email of the person to whom the invoice should be directed.

#### **CREDIT CARD**

Once entries are submitted online at [\*\*judgify.me/2022pepperpots\*\*](https://judgify.me/2022pepperpots) please visit [\*\*philly.org/pepperpot-awards\*\*](https://philly.org/pepperpot-awards). Select the “2022 Pepperpot Awards Payment Submission.” Select “Register Now” and enter your information. (Entrant must be a member to get member pricing. Forgot your login information? Retrieve your password or email [\*\*admin@philly.org\*\*](mailto:admin@philly.org) for assistance.) Select the ticket option that matches the number of entries your organization submitted. You will be directed to PayPal for your credit card payment. (NOTE: If you do not have a PayPal account, you can select an option below the PayPal login for Pay with Debit or Credit Card.) If your organization submits more than 16 awards, please send us a request for an invoice to ensure you receive the appropriate discount.

*Remember to visit [\*\*philly.org/calendar\*\*](https://philly.org/calendar) to purchase your Pepperpot Awards Event ticket!*

# FAQS

## **1. Help! I'm receiving an error message that won't let me confirm my entry. What should I do?**

There are a few options you can try:

- Check your word counts. The system is set to give you a 10-word leeway for the 40-word short summary. Even if there is a green check mark, verify your word count is within the limit and try resubmitting.
- Clear your character style formatting in Word. Sometimes HTML and Microsoft Word's style formatting do not mix. If you wrote your 40-word summary in Microsoft Word and are copying and pasting it into Judgify and are still having trouble submitting (after checking your word count and verifying all necessary information is filled out), try clearing the style formatting. To do this: Highlight the portion you want to copy and paste in Microsoft Word, then click on the drop-down menu in the "Styles" section of the Home tab (next to Change Styles). Choose "Clear Formatting." Copy and paste that text into Judgify and try resubmitting.
- Check your file extension. The file extensions permitted include: .jpg, .png, .bmp, .gif, .pdf, .mp3, .doc, .xls, .ppt, .docx, .xlsx, .pptx, .txt, .avi, .wmv, .mpg, .mpeg2, .swf, .mov, .mp4 and .mpeg.

## **2. My periods disappeared when I copied and pasted my summary from Microsoft Word into Judgify. Can I get them back without manually entering them?**

See the above suggestion to clear your character style formatting before pasting your submission.

## **3. I didn't get a confirmation email. What should I do?**

Below is an explanation of the emails you will receive from "PRSA Philadelphia 2022 Pepperpot Awards" (admin@philly.org) during the submission process:

- Registration Acknowledgment Email: This email confirms you've created a Judgify account to enter your submissions. No further action is needed.
- Submission Acknowledgment Email: This email (subject: "Submission Confirmation & Payment Instructions") verifies your entry has been submitted and provides further instructions on how to proceed with payment. (For your security and to continue the several discounts we offer, payment will be collected on the PRSA website or via check.)
- PayPal Payment Confirmation: Should you choose to pay via credit card, this email will come from PayPal to confirm you have submitted payment.

If you do not get one of these emails, feel free to email pepperpots@philly.org to confirm your entry was received.