

## 2022 Ad/PR Awards Digital Entry Information and Instructions

The SOC offers annual academic awards to recognize outstanding student achievement in four categories: 1) public service communication (nonprofit organization or civic/community group), 2) public relations, 3) advertising and 4) integrated strategic communication.

The winner of each category will receive a certificate of excellence. Plus, the public service communication category winner will also get the Ebeling PR-ize™ \$4,000 scholarship awarded by Charles E. Ebeling, former chief spokesperson and corporate communications officer for the McDonald's Corporation. A leader in corporate public relations, integrated marketing communications, community relations and corporate philanthropy, Ebeling is now active with not-for-profit organizations in land conservation, health care and hunger relief in Chicago and Wisconsin.

### Who is Eligible to Enter

Individuals and teams (any size group of students, from two to an entire class) of undergraduate and/or graduate students currently enrolled (2022) at LUC or who have graduated in mid-winter 2021 are eligible to enter.

### What can be Submitted

Student(s) must have produced the submitted work in its entirety as a project or campaign during an undergrad/graduate Ad/PR (including Ad Creative) or Global Strategic Communication program course.

The course must be in the current academic year (2021/2022). Work produced before or after the course was completed, in a course other than those listed above or during a student's internship or job is ineligible.

A project or campaign may be entered in only one award category. Entrants must choose the category they feel best suits their campaign.

### How to Enter

Students can enter their submission to the Ad/PR awards by completing this digital form and sending it along with their creative samples, such as media communication and website designs, videos, writing samples and other artifacts, via Loyola's One Drive to Pam Morris. Any files that cannot be opened or accessed will not be included for judging.

1) Award category you are entering

2) Client/Project name



- 3) Strategy and Planning: Describe the planning that went into the project or campaign. This could include:
- What communication objectives were set?
  - What strategies and tactics were developed and why?
  - What key messages (if any) were crafted?
  - What communication materials were created?
  - What were the proposed method(s) to evaluate the project or campaign? What specific results would be measured, how and why?
- 4) Target Audience: Which target audience(s) was identified and why?
- 5) Implementation (optional): If the individual or team also implemented the project or campaign during the course, the entry should describe the execution, evaluation and results.

### Judging

Entries will be evaluated for the information requested above by judges comprised of experienced communication professionals/SOC alumni. The following criteria will be evaluated on a 5-point scale.

*Effectiveness:* How likely is the project or campaign to accomplish the client's objective(s)?

*Comprehensiveness:* Does the entry reflect thorough research and planning phases for the project or campaign? If the project was not implemented, does the entry include detailed plans for implementation and evaluation? If the project was implemented, does the entry describe the implementation and evaluation in depth?

*Clarity:* Is the entry clear, well written and easy to follow? Does it flow logically from section to section? Is there a minimum of grammatical and spelling errors?

*Creativity:* How creative and innovative is the project or campaign? Is this a hypothetical campaign with endless possibilities or was a client with particular restrictions involved?

*Practicality:* Is the project or campaign realistic? Could it be implemented successfully with the budget the client has available, within the client's desired time period and with the staff and volunteer resources the client can marshal?

*Completeness:* Does the entry include enough information to show insightful development and the thought process of the campaign and was the cover sheet and all information requested included?

*Ethics:* Does the entry reflect compliance with the professional and ethical standards of such professional communication organizations as the Public Relations Society of America and the American Academy of Advertising?

Plus, Public Service Communication entries will also be evaluated on these attributes:

- Public service dimensions of the campaign showing social responsibility and contribution to the common good.
- Development of public relationships with greater understanding and cooperation between the organization and the community.
- Successful completion of the four phases of the process: Research, Planning, Execution/Implementation and Evaluation (when possible).
- Execution/Implementation and Evaluation (when possible).
- Compliance with the professional and ethical standards of the Public Relations Society of America and the International Association of Business Communicators.

Deadline

The deadline for the 2022 awards is Monday, April 11, 2022 at 11:50 pm. The virtual Ad/PR Award Reception is Tuesday, April 19, 2022. Submitters should make every effort to attend.

Contact Dr. Pam Morris at [pmorris1@luc.edu](mailto:pmorris1@luc.edu) with questions.