

NMPSA Presents the 2008 Cumbre Awards

CALL FOR ENTRIES

The New Mexico Chapter of the Public Relations Society of America (PRSA) invites New Mexico communications professionals to enter their best work in the 2008 Cumbre Awards competition. The Cumbres, meaning “summit” or “top” in Spanish, represent the highest recognition one can receive – recognition by one’s peers.

The Cumbre Awards competition is held in two categories: Public Relations Campaigns and Public Relations Tactics. Entrants are not required to be PRSA members.

ENTRY JUDGING

The 2008 Cumbre Awards entries will be judged by members of the New Orleans Chapter of PRSA. Awards are given at the judges’ discretion and may not be given in every category.

ENTRY FEES

| <u>CATEGORY</u> | <u>MEMBER FEE</u> | <u>NON-MEMBER FEE</u> | <u>STUDENT FEE (PRSSA MEMBER)</u> |
|-----------------|-------------------|-----------------------|-----------------------------------|
| <i>Campaign</i> | \$50 | \$70 | \$30 |
| <i>Tactic</i> | \$35 | \$55 | \$20 |

Please note that entries without fees will not be accepted. One check may be used to cover total fees for multiple entries as long as all entries are submitted at the same time.

ENTRY DEADLINES

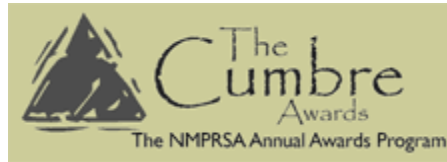
The deadline to submit entries is **Friday, February 15, 2008 at 3 p.m.**

Entries may be delivered in person or mailed to:

Maya L. Oliver, 2008 Cumbre Awards Chair
Squires & Company
5620 Wyoming NE, Suite A
Albuquerque, NM 87109

Late entries will be accepted until **Monday, February 18, 2008 at 3 p.m.** for an additional late fee of \$10 *per entry*. Absolutely no entries will be accepted after this deadline.

Please contact Maya Oliver with any questions at 505-856-9933 office, 505-690-5986 cell or by email at oliver@squirescompany.com.



CUMBRE AWARDS PRESENTATION AND BANQUET

The winners will be announced and recognized at the 2008 Cumbre Awards Banquet. This year also marks the 50th anniversary of the New Mexico Chapter of PRSA and we hope you will join us for the celebration.

2008 NMPRSA Cumbre Awards and
50th Anniversary of the NM Chapter

Thursday, April 10, 2008
5:30 – 9:00 p.m.

Los Poblanos Inn & Cultural Center
(4803 Rio Grande Blvd NW, ABQ, NM 87107)

NMPRSA is pleased to offer complimentary valet parking at this event.

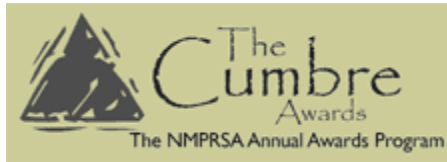
The evening is scheduled as follows:

5:30-6:30 p.m. – silent auction and cash bar
6:30-7:30 p.m. – dinner
7:30-8:30 p.m. – awards
8:30-9:00 p.m. – wrap up

Tickets are \$50 per person. To RSVP, please contact Maya Oliver at 505-856-9933 office, 505-690-5986 cell or by email at oliver@squirescompany.com.

Please consider joining the Cumbre Award Committee to assist with overall planning and event coordination. If you are interested, please contact Maya Oliver.

If your organization is interested in sponsorship opportunities for the 2008 Cumbre Awards, please contact Susan Sponar, Sponsorship Chair at 505-241-2768 or by email at susan.sponar@pnmresources.com.



NMPSA 2008 CUMBRE AWARDS CALL FOR ENTRIES SUBMISSION FORM

Please include this form with each entry: Category (Check One): Campaign Tactic

Category Number/Name: _____

Title of Entry: _____

Name of organization for which the program was conducted:

Person authorized to submit the entry:

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

E-Mail: _____

Please DO NOT DISPLAY this entry

DVD or CD is enclosed

If this entry earns an award, please print certificate as follows: (Please print legibly)

Individual Name (if any)

Organization

And additional certificates for:

Individual Name (if any)

Organization

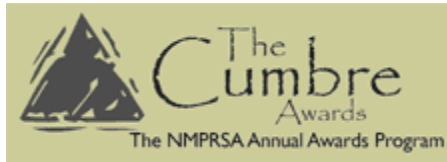
Individual Name (if any)

Organization

Individual Name (if any)

Organization

Note: Please attach a photocopy of each completed Entry Form to your Tally Form.



2008 CALL FOR ENTRIES TALLY FORM

One form may be submitted for the total number of 2008 Cumbre Entries.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Fax: _____

E-Mail: _____

Are you a PRSA Member? Yes No *or* Are you a Student PRSSA Member? Yes

| CATEGORY | MEMBER FEE | NON-MEMBER FEE | STUDENT PRSSA FEE |
|-----------------|------------|----------------|-------------------|
| <i>Campaign</i> | \$50 | \$70 | \$30 |
| <i>Tactic</i> | \$35 | \$55 | \$20 |

Total number of entries, Campaigns: _____ x Fee \$ _____ = Total \$ _____

Total number of entries, Tactics: _____ x Fee \$ _____ = Total \$ _____

Total Late Fees \$ _____ **Total Fees \$** _____

Payment Type:

Check Enclosed made payable to NMPRSA

Credit Card (*Information may be given at the entry drop off site. If you prefer to mail your entry, please complete the information below*)

Name on card

Type of card: Visa MasterCard American Express

Card Number

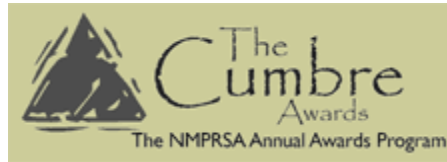
Expiration Date

Signature

(security code: AmEx only)

Questions?

For more information about submitting your Cumbre entries, contact
2008 Cumbre Chair Maya Oliver at (505) 856-9933 or oliver@squirescompany.com.



CUMBRE PUBLIC RELATIONS CAMPAIGN AWARDS

The Cumbre Public Relations Campaign Awards are given for outstanding achievement in a comprehensive public relations campaign. The entry should consist of more than one communication tool, program, or component and must include planning and evaluation activities. Guidelines are similar to those for PRSA's prestigious Silver Anvil Awards. The Cumbre Best of Show Campaign winner will receive the award in recognition of outstanding accomplishment in a public relations campaign.

ENTRY GUIDELINES: CAMPAIGNS

Entries must have been sufficiently completed between January 1, 2007 and December 31, 2007 to be appropriately evaluated. A completed campaign with quantifiable evaluation is more likely to win than a campaign in progress.

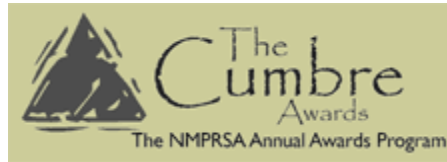
Each entry may be submitted in only one category and must be accompanied by a two-page comprehensive summary (typed with one-inch margins and a font size of at least 10-point) that includes:

- general objectives
- publics and how they were identified
- primary or secondary research used
- timetable
- budget and how it was used
- execution
- evaluation

Entrant must have been involved in planning, managing and implementing the project. The entry must have been created by, or commissioned by, the entrant. It may not be a packaged program purchased from, or provided by, an outside source. If the entry is the local coordination of a national program, entrants must specify which elements are from the national source and which elements are locally produced. Only the locally produced portions will be considered for evaluation.

Each entry must be submitted in one, stiff spine, three-ring binder not to exceed three inches thick. Binder may include supporting documentation and materials that demonstrate the campaign's planning and execution.

Entries must include a cover sheet affixed to the front of the binder with the following information: "New Mexico PRSA Cumbre Campaign Award Entry," category name, category number, entry title and organization it was submitted by. An entry form must be the first page; page two must be the entry summary. Please note that entries will be marked down if submission guidelines are not followed.



JUDGING & SCORING CRITERIA: CAMPAIGNS

Judging will be based on clearly stated objectives, creativity and judgment applied in selecting strategies and techniques; the relationship of the program plan to research and objectives; effective use of budget; implementation; quality of material produced; degree to which the campaign met its objectives; and the efforts undertaken to identify, analyze and quantify results.

The scoring summary is as follows:

Planning - 15 Points

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

Research - 15 Points

An evaluation of research and available resources (including budget).

Execution - 50 points

An evaluation of the quality of materials produced, writing and the imaginative and effective use of available public relations tools and techniques.

Evaluation - 20 points

The entrant's evaluation of the program or entry's success in achieving identifiable objectives, with consideration. The consideration given for the quality of analysis and initiatives taken as a result of this appraisal.

AWARD CATEGORIES: CAMPAIGNS

C-1 Institutional Promotions

Programs affecting an organization's overall relations and/or image with its publics or key elements of its publics. The principal motivation is to position the organization itself or advance an organizational objective.

C-2 Special Events & Observances

Programs commemorating anniversaries, open houses or tours, opening new installations, observing national or local celebrations or similar special activities.

C-3 Public Service

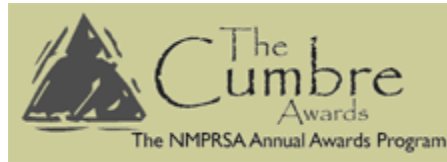
Programs that promote societal good in which the sponsoring organization's principal motivation is altruistic or philanthropic.

C-4 Public Affairs/Issues Management

Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies. Includes programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

C-5 Internal Communications

Programs to improve internal efficiency through enhanced communications or programs affecting relations with employees or staff.



C-6 Special Public Relations Programs

Programs directed to special publics for specific purposes including emergency or crisis public relations programs.

C-7 Crisis Communications

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

C-8 Multicultural Public Relations

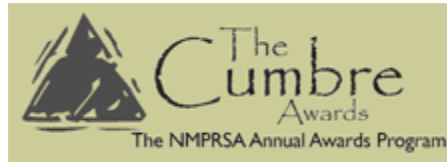
For any type of program (i.e. institutional, marketing, community relations) specifically targeted to a specific cultural group.

C-9 Integrated Communications

Includes any program that employs creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications. Entry should demonstrate the integration of strategies plus the budget and measurement of ROI of the communications to the stakeholder group.

C-10 Community Relations

Includes programs that seek to win the support or cooperation of – or that aim to improve relations with – people or organizations in which the sponsoring organization has an interest, need or opportunity. This category does not include campaigns designed to promote products.



CUMBRE PUBLIC RELATIONS TACTIC AWARDS

The Cumbre Public Relations Tactic Awards are given for outstanding examples of individual public relations tools such as newsletters, brochures, annual reports, publications, web sites and similar communication products. These awards recognize expertise in writing, design, production and management of materials that meet a single public relations need. Guidelines are similar to those for PRSA's prestigious Bronze Anvil Awards. The Cumbre Best of Show Tactic winner will receive the award in recognition of outstanding accomplishment with an individual public relations tactic.

ENTRY GUIDELINES: TACTICS

Entries must have been completed between January 1, 2007 and December 31, 2007. Each entry may be submitted in only one category.

Each entry must be accompanied by a comprehensive one-page summary (typewritten with one inch margins and a font size no smaller than 10-point). The one-page summary is the single most important component of the entry. The judges will evaluate the tactic on four key areas:

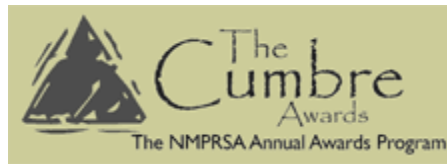
- Planning and content
- Creativity and quality
- Technical excellence
- Results

Within these areas, the summary should include measurable objectives, target audiences, budget and any other specific information requested in the individual category.

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

Binders are not required. However, if you submit your entry in a binder in order to contain the materials you submit, it should have a maximum one-inch stiff spine. Binder may include supporting documentation and materials that demonstrate the campaign's planning and execution.

Entries must include a cover sheet affixed to the front of the binder or envelope with the following information: "New Mexico PRSA Cumbre Tactic Award Entry," category name, category number, entry title and organization it was submitted by. A completed entry form must be the first page; page two must be the entry summary page. Please note that entries will be marked down if submission guidelines are not followed.



JUDGING & SCORING CRITERIA: TACTICS

Public Relations Tactic judging will be based on clearly stated objectives, creativity and judgment applied in selecting strategy and technique; the relationship of the tactic to research (if applicable) and stated objectives; effective use of budget; implementation; quality of material produced; degree to which the tactic met its objectives; and the efforts undertaken to identify, analyze and quantify results. *The scoring summary is as follows:*

Planning - 25 Points

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

Execution - 50 points

Evaluation on the creativity and quality of the materials produced, writing, the imaginative and effective use of available public relations tools and techniques, and technical excellence.

Results - 25 Points

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

AWARD CATEGORIES: TACTICS

T-1 Media Relations

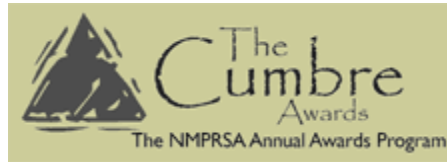
Tactics, as well as programs and events, drive entirely by media relations. Submit press releases, satellite media tour materials, media advisories, pitch letters, requests for coverage, etc. This material is in addition to the one-page summary that includes measurable objectives and results and should include evidence of the resulting media coverage. Television coverage should be submitted on a DVD. Radio coverage should be submitted on a CD.

T-2 Research / Evaluation

For research that provides a meaningful contribution or key input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Samples of the methodology and findings of any research should be included in the entry along with the one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

T-3 Special Topic Publication

Publications produced by an organization or company that address a single topic, subject, event or issue. One-page summary and/or supporting materials should detail the nature, objective and the audience for which the publication is intended. Submit one copy of the publication.

**T-4 Internal Newsletter**

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.

T-5 External Newsletter

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.

T-6 Publications and Brochures

Single-issue publications designed for a special purpose, pamphlets, booklets or other small publications designed for a target audience. Submit one copy of the publication.

T-7 Magazine

Publications designed to provide in-depth information about an organization or topic on a regular basis. Submit three consecutive issues.

T-8 Creative Tactics

Includes use of 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 the one-page summary.

T-9 Media Kit / Press Kit

News releases, photographs and other background information compiled for an organization. Submit one copy of the press kit or media kit.

T-10 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 or video sound bits on a single DVD. The one-page summary should include usage statistics or other means of quantified measurement to support state objectives.

T-11 Special Event Materials

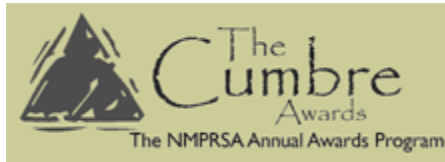
Flyers, invitations, posters & other promotional items used to promote a special event.

T-12 Annual Report

Publications which report on an organization's annual performance. Submit one copy of the publication.

T-13 Speeches

Please submit text of speech along with the one-page summary. Summary should include information on audiences, purpose of speech and any documented results regarding the stated objectives.



T-14 Feature Stories

Please 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. The one-page summary should include target audience, measurable objectives and any documented results.

T-15 Editorials/Op-Ed Columns

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

T-16 Advertorial

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

T-17 Visual Presentation

Entries may be submitted as videotapes or PowerPoint presentations. All entries must be submitted with script and an audiotape of narrative. Videos may be submitted on standard 1/2 inch VHS format or DVD. Supplementary material may be included.

T-18 Audio Presentation

Entries may be radio public service announcements, dramas, talk shows or other programming. All entries must be submitted with the script and on compact disc.

T-19 Websites

Use of a web site as part of a public relations program. Include screen grabs or copies of key pages and the web site address for an external site.

T-20 Blogs

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

T-21 Multimedia Communications

Use of multimedia technology to produce traditional public relations tactics. Submit a hard copy and CD-ROM of the tactic to reflect its quality, execution and technical excellence.