



**CRYSTAL
AWARDS**

PRSA WV

2026

West Virginia
PRSA

ELIGIBILITY & ENTRY

ELIGIBILITY

Work performed or created by members of PRSA-WV, non-member public relations practitioners or college-level students is eligible. Work entered by West Virginia practitioners or agencies can be for any client or employer, not just those based in West Virginia; work done for West Virginia-based companies, or companies doing business in West Virginia, may be submitted by out-of-state agencies or practitioners. Any student attending a West Virginia college or university may enter; any West Virginia student attending a four-year college or university may also enter.

Campaigns or Tactics can be entered in more than one category, but there is a fee for each entry. Individual campaign components also may be entered as projects. **The majority of the activities on any given entry must have taken place between Jan. 1, 2025 and March 31, 2026.**

WHO CAN ENTER

Anyone can enter — advertising and public relations firms, practitioners, government agencies, law firms, hospitals, large and small businesses, colleges and universities, non-profits, political campaigns, associates, chambers of commerce, convention and visitors bureaus, college and university students.

AWARDS

There are two levels of honors included in the PRSA-WV Crystal Awards event: Crystal Awards and Honorable Mention Certificates. Judges may give one or more of each award in any given award group and category. Crystal Awards and Honorable Mentions are awarded based on judges' scores. Depending on the judging results, PRSA-WV may award Crystal Awards without Honorable Mentions and Honorable Mentions without Crystal Awards.

AWARD GROUPS

Business and Industry

All for-profit organizations; Agency self-promotion work.

Not-for-Profit

Health and welfare organizations Government agencies; Public schools/higher education; Not-for-profit groups, including associations; chambers of commerce; and Military organizations.

Pro Bono

Any work provided by an agency or practitioner without charging for time or services (No cash or in-kind payment to the agency or practitioner for work performed) Pro Bono entries submissions should be by the individual or group who did the work, not the individual or group who benefited from the work.

Student

Any public relations, advertising, or marketing work performed by college students or college class projects. PRSSA membership is not required. College and university faculty and administrators can submit work performed by students under their supervision; Working professionals can enter work performed by college interns under their supervision.

CAMPAIGNS

Campaign entries are judged on achieving stated objectives and goals. Judges consider professional standards, creative solutions and attention to research, planning, execution and evaluation. A campaign involves more than one example of the work performed such as multiple broadcast commercials or multiple print ads, a combination of different media types, etc.

Method of Entry

All entries are submitted online via the OpenWater awards portal. **No hard copy entries will be accepted. Campaign entries are limited to a three-page PDF summary that addresses the research, planning, execution and evaluation stages of the activity.** Exhibits, samples and supporting documents should be uploaded as a separate pdf that can include up to 10 pages. The secondary document will support the summary. It can include media metrics, graphics, etc.

JUDGING CRITERIA

Research

Analyze or describe the situation on which the campaign is based. When addressing the actual research component, describe who initiated the research. Was it in response to a current or potential problem or opportunity?

Planning

How do the plans correlate to the research findings? Who was involved in the planning? In general terms, what was the plan? What were the specific objectives of the program? Who were the target audiences? How was the overall strategy implemented? What materials were used? In general terms, what was the budget?

Execution

How were the plans executed and what were the results? In general terms, how did the activities flow? Were there any difficulties encountered? If so, how were they handled? Were other organizations involved?

Evaluation

What method(s) of evaluation were used? How did the results relate to research findings? How did results relate to strategic objectives? Circulation figures and viewership or listenership are not acceptable as the only means of quantitative measurement.

Quality of Work

Judges look for correct grammar, spelling, punctuation and production values not only in the work you submit for judging, but in your entry write-ups and supporting materials.

CAMPAIGN ENTRY SUBMISSION REQUIREMENTS

- Three-Page Summary of Campaign addressing the RPIE process - Please see judging rubric.
- 50-Word Summary

Non-Required Submission Requirements, But Recommended.

- A PDF, up to 10 pages, of supporting material to support 3-page Summary.
- Up to 3 links to support entry can be video links, etc.

Questions -

Please email awards@prsawv.org

Price

Early Bird - Ends June 15th

- Early Bird PRSA Member - \$60 per entry
- Early Bird Non-Member - \$85 per entry

June 16th to July 15th

- PRSA Member - \$85 per entry
- Non-Member - \$100 per entry

TACTICS

TACTICS

Tactic entries are judged on their own merits according to professional standards shown in the judging criteria. A tactic is a single activity or work product. Individual work products entered as a tactic can also be entered as part of a Campaign.

JUDGING CRITERIA

Planning

Who was involved in the planning? In general, what was the plan? What were the specific objectives of the program? Who were the target audiences? What was the overall strategy implemented? What materials were used? What was the budget? What were the results?

Quality of Work

Judges look for correct grammar, spelling and punctuation. Design, print quality, originality and creativity are judged based on industry standards.

Method of Entry

Project entries are limited to a **two-page PDF summary** that addresses the research, planning, creative, execution and evaluation stages of the activity.

TACTIC ENTRY SUBMISSION REQUIREMENTS

- Two-Page Summary of Campaign addressing the RPIE process - Please see judging rubric.
- 50-Word Summary
- Recommend to provide supporting materials in a PDF up to 10-pages

PLEASE FOLLOW the judging rubric to complete your summaries. This will be how the entry is judged.

GENERAL ENTRY INFO

Include a separate 50-word summary for each entry. These summaries are not part of the judged materials but as part of the Crystal Awards Celebration and online overview.

Add one or more electronic images to each entry. Images must be an EPS, GIF, JPEG, PDF or TIFF file and at least 200 dpi. These images may be viewed by the judges and used during the Crystal Awards Celebration.

HELPFUL HINT:

Proofread. Proofread.

As part of the evaluation, our Judges look for correct grammar, spelling, and punctuation, including your entry write-up and other supporting materials.

CATEGORIES

CAMPAIGNS

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.

External Communications

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

Integrated Communications

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

Internal Communications

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

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.

A7 Special Events - 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.

A8 Special Events - 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.

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.

Issue Management

Activities which address the practice of public relations with identifying issues with potential impact on an organization and the response to mitigate consequence.

Environment, Social, and Governance

Activities which communicate diversity, inclusion, sustainability and other ESG metrics and is a standout ethical approach to its business, society and the environment.

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.

CATEGORIES

TACTICS

T01 Annual Reports

T02 Collateral Materials (Brochures, direct mail, posters, booklets, etc).

T03 Influencer Marketing/Promotions

T04 Logos

T05 Magazine, Digital

T06 Magazine, Print

T07 Media Relations

T08 Mobile App Design

T09, Newsletter, Digital

T10, Newsletter, Print

T11 Podcasts

T12 Research (Highlight the research component you have done for a campaign or tactic and present it as a stand-alone project.)

T13 Single Issue Newsletters/Booklets

T14 Video - Social Media

T15 Video - Scripted (broadcast)-Any purpose pre-planned video used for broadcast; 60 seconds or less.

T16 Web Sites - Internal

T17 Web Sites - External

T18 Social Media Graphics

T19 Best Use of AI - NEW for 2024