

AWARDS | PR Recognition of Visibility Efforts

A) LOCAL CHAPTER BULLETIN (Newsletter)

B) NEWS SERVICE AWARDS

This category includes;

- C-1 Feature Story
- C-2 News Story
- C-3 Op Ed pieces
- C-4 Letters to the Editor

C) COMMUNITY PROJECTS

This category includes;

- D-1 **Non Media Visibility**
- D-2 **Media Covered**

DEADLINE FOR ALL SUBMISSION

- 1) Entry must be postmarked **NO LATER THAN MAY 1, OF CURRENT NYSW, INC. YEAR.**
- 2) Entry should be submitted (postal service, shipped or electronically pr@nyswomeninc.com or hand-delivered) to the NYSWi Public Relations Chair.

JUDGING

- a. Based on editorial excellence and content (style, originality, neatness, grammar, etc.), NYSW, INC. focus, award submission instructions and required information per piece. Suggested information will be used in a tie-breaking situation.
- b. Will be conducted by the NYSW, INC./NY State Public Relations Committee prior to Annual Conference. Non-NYSW, INC. judges may be selected to enhance the judging process.
- c. Judging will be categorized by membership numbers as of March 31 of the current NYSW, INC. year. Categories will be:
 - a. 5- 20 members,
 - b. 21 – 50 members,
 - c. 50+ members.

AWARDS

The committee will determine how the entry will be recognized based on NYSW, INC./NY finances. Minimum recognition will be a certificate of participation.

All entries will be on display, if space and equipment is available, during the NYSW, INC./NY Annual Conference. Arrangements for the entry to be picked up will be announced during the meeting.

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A) Local Chapters Bulletin (Newsletter)

INSTRUCTIONS

- 1) Soft copy entry is to be submitted to pr@nyswomeninc.com in pdf form or external drive (flash drive) for which the Public Relations Committee has access. A file should appear in the directory named "LOCAL CHAPTERS BULLETIN" acting as a cover page for this entry.
- 2) Hard copy entry is to be submitted to in a securely fastened folder or binder, with the name of the Local Chapters and the words "LOCAL CHAPTERS BULLETIN" on the cover.
- 3) Include the following **REQUIRED** information on the cover page (omission of any of these items will disqualify the entry.):
 - a. Name of the Local Chapters
 - b. Locality
 - c. Period covered (example: April 1, fourth quarter of current year)
 - d. When issued (monthly, quarterly, etc.)
 - e. Bulletin editor contact information
- 4) The following information is suggested for each issue of the Bulletin:
 - a. Message from Local Chapters President
 - b. News from each of the structural layers of NYSW, INC.
 - c. Reports of Local Officers and/or Standing Committee Chairs (at least two other than the Local Chapters President)
 - d. News regarding a Local Chapters member
 - e. Listing of new members to be inducted (include contact information and occupation)
 - f. Website information for all structural layers of NYSW, INC.
 - g. NYSW, INC. Mission, Vision, Value Proposition Statements and Legislative Platform.
 - h. Leadership contact information.
 - i. Professional, political and personal development information
 - j. NYSW, INC. Branding

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B) NEWS SERVICE AWARDS

This category includes;

- C-1 Feature Story
- C-2 News Story
- C-3 Op Ed pieces
- C-4 Letters to the Editor

Local Chapters can participate in one or both of these categories. Each Local Chapters is encouraged to submit more than one entry in each area. Each entry should be assembled as a separate submission. **DO NOT SEND A SCRAPBOOK OF YEAR LONG PUBLIC RELATIONS WORK.**

INSTRUCTIONS

- 1) Soft copy entry is to be submitted to pr@nyswomeninc.com in pdf form or external drive (flash drive) for which the Public Relations Committee has access. A file should appear in the directory named **“FEATURE STORY”, “NEWS STORY”, “Op Ed”, or “Letter to the Editor”** acting as a cover page for this entry.
- 2) Hard copy entry is to be submitted in a securely fastened folder, pocket folder or binder. The cover of the folder or binder must have the name of the Local Chapters and the words **“FEATURE STORY”, “NEWS STORY”, “Op Ed” or “Letter to the Editor”** on the cover.
- 3) **REQUIRED** information for each entry’s cover page:
 - Print Media**
 - Name of the Local Chapters
 - Number of members (recognition will be categorized by membership numbers)
 - Type of print publication(s): Indicating how often the print media is published. (daily/weekly/monthly), circulation and other pertinent information.
 - Indication whether the print work was written entirely by NYSW, INC. local member, adapted from NYSW, INC. or NYSW, INC./NY resource, written by reporter. (This information will not be used to judge quality but will be used to judge adherence to instructions.)
 - On Air Media**
 - Name of the Local Chapters
 - Number of members (recognition will be categorized by membership numbers)
 - Type of On Air media: Indicating how often the On Air media was aired and potential audience numbers. (Confirmation of this information should be presented on letterhead from the media outlet.)
 - Internet Media**
 - Name of the Local Chapters
 - Number of members (recognition will be categorized by membership numbers)
 - Type of Internet Media: Include URL address for viewing
 - Media Potpourri**
 - As media sources are developed, the NYSW, INC. Public Relations Committee will develop an **Honorary Recognition** to highlight these types of entry until award criteria can be developed for the Manual of Instructions.

AWARDS | PR Recognition of Visibility Efforts

CLARIFICATION BETWEEN FEATURE STORY AND NEW STORY

Feature Story

A newspaper publisher once said “Dig a little and you can find a feature story in everyone”. The average reader wants something different, exciting and dramatic, and features can give that person what he/she wants. A feature has an emotional appeal.

TIMELY features are tied to current events. These stories may be written before they are to appear, but must run on or near a certain date.

TIMELESS features may run at any time; such as a person who has an unusual collection of something. These stories may be written at any time. If there is a great deal of NEWS the timeless features may be held by the newspaper for a week or two until there is room for them. Most features are more effective when a picture is used; it can often help to tell the story.

EXAMPLES FOR A FEATURE STORY: your Local Chapter’s history or a human interest story about one of your members.

REMEMBER! Feature stories often include more than the simple who, what, where when and why of a news story. They often provide background information or opinion not normally found in a news story.

Feature stories vary in subject and type, but most of them may be classified under the following headlines:

- 1) People (most important subject for feature stories)
 - a. Occupations
 - b. Children
 - c. Senior Citizens
 - d. Retirement Activities
 - e. Unsung Heroes/Heroines
 - f. Unusual Accomplishments
 - g. Town Characters
- 2) Animals
- 3) Weather Conditions
- 4) Dates (anniversaries/seasons)
- 5) History and Landmarks
- 6) Organization and Institutions
- 7) Hobbies
- 8) Oddities
- 9) Information and Ideas
- 10) Humorous incidents
- 11) Miscellaneous

Writing style requires quotes, names, and local tie-ins. There should be human interest, sympathetic understanding and no subjecting of local people to ridicule or scorn. Some of the leads that may be used effectively are suspense quotations, and image of the event. Quotes allow the characters to talk.

While this is an overview of what a Feature Story is, in order for an entry to be considered for a NYSW, INC. PR Award, NYSW, INC. must be highlighted in the story. Just mentioning that the person is a member of the local NYSW, INC. is not enough.

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News Story

NEWS is the formal description of something that has occurred or is about to occur. It is a plain recital of news facts written in standard style and form.

The description, whether it is written or spoken, must tell the who, what, where, when, why and how of the situation or story. The same holds true for future events. However, the event must have occurred recently or it will be deemed history. It must be about to occur within a couple of weeks, or it will be forgotten. News should have general appeal.

Usually news stories are shorter stories and if well written, very effective. Short simple sentences are good. The lead paragraph should tell the story simply and effectively and should include the "Five Ws". Try to use active verbs (example: is rather than was and were).

Start your story with something interesting. Use the most newsworthy note of the story in the first paragraph. Subsequent paragraphs should be written in the order of diminishing importance so that a story can be edited or cut from the bottom up. NOTE: A program does not necessarily have to be described chronologically.

NEWWORTH ITEMS can include: new programs, promotions, appointments, election of officers, special awards, exhibits, courses to which the public is invited, and outstanding speakers scheduled in the future. News concerning a member may be used, but the Local Chapters name MUST appear in the article.

REMEMBER! A routine announcement – i.e. Board Meeting – does not qualify as a news story. Significant action taken at a Board Meeting might well be considered news.

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C) COMMUNITY PROJECTS

A community project(s) is one in which your organization plays an active part in the affairs of the community. Most Local Chapters have specific civic activities in which they participate; many have occasional special projects. What better public relations program can a Local Chapters have than participation in community affairs!

There are times when a Local Chapters will take part in a community project for visibility but there is no media coverage. With events rapidly unfolding in our world, media coverage for events is sometimes diverted. NYSW, INC. would like to recognize the visibility efforts of a Local Chapters for participation in community projects even if the media did not cover the event/project. **Therefore the Community Projects Award will be split into Media Covered and Non Media Visibility Project.**

D-1) Non Media Visibility

Non Media Visibility may include but are not limited to:

- 1) Events that media was planned but didn't happen
- 2) Window display
- 3) Career Fair display
- 4) Presentations to companies or other organizations
- 5) Workshop leader or speaker highlighting NYSW, INC.
- 6) Food and information booth at a Fair

INSTRUCTIONS

- 1) Soft copy entry is to be submitted to pr@nyswomeninc.com in pdf form or external drive (flash drive) for which the Public Relations Committee has access. A file should appear in the directory named "**COMMUNITY PROJECT – NON MEDIA**" acting as a cover page for this entry.
- 2) Hard copy entry is to be submitted in a securely fastened folder, pocket folder or binder. The cover of the folder or binder must have the name of the Local Chapters and the words "**COMMUNITY PROJECT – NON-MEDIA**" on the cover.
- 3) **REQUIRED** information:
 - a. Name of Local Chapters (cover page)
 - b. Name of Community Project Event (cover page)
 - c. Submitted by – Contact Information (cover page)
 - d. Number of members - recognition will be categorized by membership numbers (subsequent pages)
 - e. Partnership with other non-NYSW, INC. organization - recognition will be subcategorized by partnerships/versus NYSW, INC. event (subsequent pages)
 - f. Public Relations budget line for Community Project (subsequent pages)
 - g. Pictures/tape to verify visibility (subsequent pages)
 - h. Written report detailing effect from visibility in the community (subsequent pages)

D-2) Media Covered

Local Chapters are encouraged to submit more than one entry in each folder. However, you may not submit the same entry under Community Project and News Service categories. You must choose which category you want your PR to be judged in.

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If you received different media outlets, you may submit the same event in all categories by only using the media once and not reusing it in another category.

INSTRUCTIONS

- 1) Hard copy entry is to be submitted in a securely fastened folder, pocket folder or binder. The cover of the folder or binder must have the name of the Local Chapters and the words “**COMMUNITY PROJECT – Media Covered**” on the cover.
- 2) Soft copy entry is to be submitted on an external drive (flash drive) or other electronic format for which the Public Relations Committee has access. A file should appear in the directory named “**COMMUNITY PROJECT – Media Covered**” acting as a cover page for this entry.
- 3) **REQUIRED** cover page/folder information:
 - a. Name of Local Chapters (cover page)
 - b. Name of Community Project Event (cover page)
 - c. Submitted by – Contact Information (cover page)
 - d. Number of members - recognition will be categorized by membership numbers – (subsequent pages)
 - e. Partnership with other non-NYSW, INC. organization - recognition will be subcategorized by partnerships/versus NYSW, INC. event (subsequent pages)
 - f. Public Relations budget line for Community Project (subsequent pages)
 - g. Written report detailing effect from visibility in the community (subsequent pages)
 - h. Type of media released (subsequent pages):

Print Media

- Type of print publication(s): Indicating how often the print media is published. (daily/weekly/monthly), circulation and other pertinent information.
- Indication whether the print work was written entirely by NYSW, INC. local member, adapted from NYSW, INC. or NYSW, INC./NY resource, written by reporter. (This information will not be used to judge quality but will be used to judge adherence to instructions.)

On Air Media

- Type of On Air media: Indicating how often the On Air media was aired and potential audience numbers. (Confirmation of this information should be presented on letterhead from the media outlet.)

Internet Media

- Type of Internet Media: Include URL address for viewing

Media Potpourri

- As media sources are developed, the NYSW, INC. Public Relations Committee will develop an **Honorary Recognition** to highlight these types of entry until award criteria can be developed for the Manual of Instructions.