

**2021 Advertising and Public Relations Awards  
Entry Instructions and Judging Rubrics  
November 30, 2020**

**Purpose**

The School of Communication (SOC) at Loyola University Chicago (LUC) offers annual academic awards designed to recognize and reward outstanding student achievement in four categories: 1) public service (nonprofit organization or civic/community group) communication, 2) public relations, 3) advertising, and 4) integrated strategic communication.

The winner of each category will receive a certificate of excellence. In addition, pending confirmation closer to the event, the winner of the public service communication category may also receive the Ebeling PR-ize™ of a \$2,000 scholarship awarded by Charles E. Ebeling, former chief spokesperson and corporate communications officer for McDonald's Corporation. Chuck was a pioneer, innovator, and leader in corporate public relations, integrated marketing communications, community relations, and corporate philanthropy. He is now active in not-for-profit organizations in land conservation, health care and hunger relief in Chicago and Southeastern Wisconsin.

**Who is Eligible to Enter**

Individuals and teams of undergraduate and/or graduate students currently enrolled at LUC or who have graduated in mid-winter 2019 are eligible to enter. A team is defined as any size group of students, from two to an entire class.

**What can be Submitted**

Student(s) must have produced the submitted work in its entirety as a project or campaign during an undergraduate Advertising/PR course (including Advertising Creative courses), in the SOC at LUC or in a course in the school's M.S. in Global Strategic Communication program.

The course must have been in the current or last academic years, 2019/2020 or 2020/2021. 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 shall choose the category they feel best suits their campaign.

**How to Prepare an Entry for Submission**

Entries must be submitted in PDF file format and include the required cover sheet (separate files for the cover sheet, plan, and creative, or others is acceptable and should be clearly labeled). Any files that cannot be opened or accessed will not be included for judging.

Entries should represent students' highest-quality work. Before submission, materials should be carefully reviewed, edited and proofread, and be free of spelling and grammatical errors.

**ALL ENTRIES must provide a cover page and some form of appropriate comprehensive plan, entries for the public service communication must also include the following three or four sections: situation, research and analysis, planning, and implementation (optional) sections.**

Details follow.

## Cover Page

The entry must include a **one-page cover sheet** with the following:

- Award category to which the entry is being submitted (public service, advertising, public relations, or integrated strategic communication)
- Project name
- Client name
- Client attributes (briefly describe the extent student(s) had client contact or if there was no client contact and work was hypothetical based on an existing, new, or other brand)
- Course number and semester in which the course was taken
- Instructor name
- Name(s) and contact information for the student(s) submitting the entry
- Name and contact information for the client (if applicable)

## Public Service Communication Required Sections

In addition to the cover page, public service communication submissions require three sections; a fourth is optional (see below):

- 1) *Situation*: Describe the need, issue, problem or opportunity faced by the client.
  - What did the client want or hope to accomplish?
  - What would success look like to the client?
  - What was the client's real or hypothetical budget (if any) to implement the project or campaign?
  - What human resources (e.g. staff, volunteers) were available to the client to carry out the project or campaign? How much of the project was implemented by students?
- 2) *Research and Analysis*: Explain the type(s) of primary and/or secondary research conducted (including how and when). Describe what was learned from the research and the analysis of the situation that followed.
- 3) *Planning*: Describe in detail the planning that went into the project or campaign. This includes:
  - What communication objectives were set?
  - Which target audience(s) was/identified and why?
  - 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) *Implementation* (optional):  
If the individual or team also implemented the project or campaign during the course, the entry should include a fourth section that describes in depth the execution, evaluation and results.

## Judging

Entries will be evaluated for the information requested above using the rubrics below by two groups of judges comprised of experienced communication professionals and SOC alumni, one for public service, the other for advertising, public relations, and integrated strategic communication.

## **Award Criteria**

Entries will be evaluated on the following criteria:

*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.

## **How to Submit an Entry**

Entries should be submitted via email to Dr. Pamela Morris at [pmorris1@luc.edu](mailto:pmorris1@luc.edu).

The deadline for the 2021 awards is Monday, April 12, 2021 at 11:50 pm. The virtual Ad/PR Award Ceremony is Tuesday, April 20, 2021. Submitters should make every effort to attend.

If you have questions, please contact Dr. Pamela Morris at [pmorris1@luc.edu](mailto:pmorris1@luc.edu).