



# Thoth 2007

## The Toa of Thoth

*Celebrating excellence in our industry and the important symbiotic relationship between public relations and journalism*

### EARLY BIRD FEES

**Received by Thursday, May 24, 2007**

- PRSA-NCC Members: \$75 for first entry  
\$55 for subsequent entries
- Non-NCC Members: \$95 for first entry  
\$75 for subsequent entries

### STANDARD FEES

**Received May 25-June 7, 2007**

- PRSA-NCC Members: \$95 for first entry  
\$75 for subsequent entries
- Non-NCC Members: \$115 for first entry  
\$95 for subsequent entries

### WHAT ARE THE THOTH AWARDS?

*DC's top awards for its stars of PR.*

Named for the Egyptian god of communication, the Thoth (pronounced "tot") Awards recognize the most outstanding, strategic public relations programs and components developed and produced in the Greater Washington area. Achievements are recognized in 44 categories, including 16 program categories that celebrate the very best PR campaigns and 28 component categories that highlight top accomplishments in PR tactics.

The National Capital Chapter (NCC) of the Public Relations Society of America (PRSA) sponsors the Thoth competition to recognize and reward outstanding achievement in public relations and to encourage continued excellence in the field. Finalists in each category will be notified by e-mail in August following judging of the Thoth entries by senior practitioners. From these finalists, the Thoth Award and the Award of Excellence winners will be announced at the Thoth Award's program on Thursday, September 20th, at the National Press Club.

### Did you enter [PRSA's National Silver Anvil](#) or [Bronze Anvil Awards](#) program?

If so, please note that the Thoth program and components category definitions and contest requirements closely follow the PRSA Silver and Bronze Anvil awards. Please consider submitting your program in the National Capital Chapter's Thoth Awards. See below for "Tips on Winning."

### ENTRY DEADLINE & FEES

The entry fee for the 2007 Thoth Awards competition is \$95 for members of PRSA-NCC, \$115 for non-members. Please note that the more you enter, the more you save on entry fees. Subsequent entries from the same individual or organization are \$75 for members and \$95 for non-members. **All entries must be RECEIVED (not postmarked) no later than June 7, 2007.**

To save even more on entries, consider taking advantage of Thoth's EARLY BIRD fees, which are \$75 for members and \$95 for non-members. Subsequent Early Bird entries from the same individual or organization are \$55 for members and \$75 for non-members. In order to qualify for reduced rates, All EARLY BIRD entries must be RECEIVED (not postmarked) by May 24, 2007.

Send your entries to:

Thoth Awards, PRSA-NCC  
10378 Democracy Lane, Suite A  
Fairfax, VA 22030  
(703) 691-9212

Pay by credit card or check. Make payable to PRSA-NCC.  
American Express, Visa or MasterCard accepted.

## TIPS FOR WINNING

Find out how you can improve your chances of winning a Thoth. Review the March 15 seminar presentation and learn helpful hints from some past winners and judges. Visit [www.prsa-ncc.org](http://www.prsa-ncc.org) for details.

## THOTH CONTACTS

### 2007 Thoth Awards Judging Co-Chairs

- Debbie Friez, BurrellesLuce, [dfriez@burrellesluce.com](mailto:dfriez@burrellesluce.com)
- Fred Whiting, APR, Points of Light Foundation, [fwhiting@pointsoflight.org](mailto:fwhiting@pointsoflight.org)

### 2007 Thoth Awards Event Co-Chairs

- Ashley Duncan, Ogilvy PR, [ashley.duncan@ogilvypr.com](mailto:ashley.duncan@ogilvypr.com)
- Rachel Foltz, Ogilvy PR, [rachel.foltz@ogilvypr.com](mailto:rachel.foltz@ogilvypr.com)

### 2007 Thoth Board Liaison

- Kristina Messner, Focused Image, [kmessner@focusedimage.com](mailto:kmessner@focusedimage.com)

## PREPARING YOUR ENTRY

Please follow all instructions. Failure to comply may lead to disqualification. We will notify you by email to acknowledge receipt of your entry and should you become a finalist, we will contact you again by e-mail. The e-mail address you provide when entering the competition will be the address used for these purposes.

### Remember to enclose the following:

1. Entry fee (entry fees are not refundable)
2. Entry form (photocopies are acceptable)
3. Entry binder (limit to three inches, please)
4. Two-page summary program entry or one-page summary for a component entry (minimum of 10-point typeface and one inch margins)
5. 100-word summary statement (so we may best describe your entry)
6. The binder should include any supporting materials referred to in the two-page summary. This detailed information should be in tabbed sections behind the two-page summary. Examples of supporting materials are videos, research reports, surveys, news releases, clippings and samples of tactical materials.
7. Electronic copy (on disk or CD) of your two-page program summary or your one-page component summary along with a 300 dpi jpeg of your company, client and/or project logo(s).

## PROGRAMS

A two-page summary should be typed using no smaller than a 10 point typeface and one inch margins. **Please note:** Criteria closely follow that used for the national PRSA Silver Anvil Awards. Below please find tips on how to write a winning entry. The number one reason that entries are disqualified is that the summaries do not address all criteria.

**Research:** Every entry must address research or it runs the risk of being disqualified.

- Describe the situation on which the program is based. When addressing the actual research component, describe who specifically initiated the research.
- Was it in response to a problem or to examine a potential problem or challenge?
- Did research help to re-define the situation in any way?
- How was the research relevant to shaping the planning process?
- How did the research help define the audience(s) or the situation?
- Did you conduct an audit of the media climate?

### Planning:

- How do the plans correlate to the research findings?
- Who was involved in the planning? In general terms, what was the plan? For example, what were the specific objectives of the program?
- Who were the target audiences?
- What was the overall strategy employed? What materials were used?
- What was your 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? Were other non-traditional public relations tactics (i.e. advertising) employed?
- How much of the budget was allocated to advertising?

**Evaluation:**

- What method(s) of evaluation were used?
- How are results related to research findings?
- How are results related to strategic objectives?

**COMPONENTS**

Develop a concise summary, no longer than a single page, which should include objectives, audiences, budget and, if applicable, results. Enclose a copy of the entry. If you are entering the same piece in more than one category, you must supply an appropriate number of samples with each entry. **Please note:** Criteria closely follow that of the national PRSA Bronze Anvil Awards.

**Eligibility**

Quality, creativity and resourcefulness in public relations or communications programs are the hallmarks of the Thoth Awards. The competition is open regardless of budget, to any company, association, counseling firm, government agency or other organization in the Washington metropolitan area and entry is not limited to PRSA members. This year's competition covers programs carried out entirely or in part between January 1, 2006, and December 31, 2006.

**PROGRAM CATEGORIES**

*Did you enter the **National PRSA Silver Anvil**? Use your entry as a starting point as the programs criteria closely follow the criteria for the national PRSA Silver Anvil Awards.*

These categories provide an opportunity for full programs or campaigns to be recognized for excellence. Designate on the official entry form the category that most closely fits the primary purpose of your entry. You may submit more than one entry per category or entries in several categories.

1. **Community Relations:** Programs that seek to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations. Campaigns designed to promote products or services should be entered in either category 7 or category 8.
2. **Reputation/Brand Management:** Programs designed to enhance, promote or improve the reputation of an organization with its publics, either proactively or in response to an issue, event or market occurrence.
3. **Events and Observances (seven or fewer days):** Programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations or other special activities and must occur within a time span of one week.
4. **Events and Observances (more than seven days):** Programs, events, or activities that take place for longer than a one-week period, such as a yearlong anniversary (commemorations, observances, celebrations, etc.).
5. **Public Service:** Programs that advance public understanding of a societal issue, problem or concern. (Similar programs conducted principally to enhance an organization's standing or to otherwise serve its interests directly will ordinarily fall in Category 2: Reputation Programs.)

6. **Public Affairs/Issues Management:** 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.
7. **Marketing Consumer Products:** Programs designed to introduce new or promote existing products to a consumer audience.
8. **Marketing Consumer Services:** Programs designed to introduce new or promote existing services to a consumer audience.
9. **Marketing Business-to-Business:** Programs designed to introduce new or promote existing products or services to a business audience.
10. **Global Communications:** Any type of program (institutional, marketing, events, etc.) sponsored by a U.S. company or a company with U.S. presence. The program demonstrates effective global communications implemented in two or more countries (e.g., one could be in the U.S. but the program must include one other country).
11. **Crisis Communications:** Programs undertaken to deal with an event that has had or may have an extraordinary impact.
12. **Issues Management:** For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
13. **Internal Communications:** Includes programs targeted specifically to special publics directly allied with an organization (i.e., employees, members, affiliated dealers or franchisees).
14. **Investor Relations:** Includes programs directed to shareowners, other investors and the investment community.
15. **Multicultural Public Relations:** Any type of program (i.e., institutional, marketing, or community relations) specifically targeted to a cultural group.
16. **Integrated Communications:** A program that employs the creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications. It should demonstrate the integration of strategies, plus the budget and measurement of return on investment of the communications to any stakeholder group including employees, consumers, the media, and shareholders.

## COMPONENT CATEGORIES

*Did you enter the **National PRSA Bronze Anvil**? Use your entry as a starting point as the components criteria closely follow the criteria for the national PRSA Bronze Anvil Awards.*

These categories provide an opportunity for individual elements of larger programs to be recognized for excellence. Designate on the official entry form the category that most closely fits the primary purpose of your entry. You may submit more than one entry per category or entries in several categories. Your one-page summary should include usage statistics or other means to quantify measurement to support stated objectives.

17. **Media Relations:** Tactics, programs and events driven entirely by media relations. Submit press releases, satellite media tour materials, media advisories, pitch letters, requests for coverage, etc., along with evidence of the resulting media coverage and one-page summary that includes the measurable objectives. TV coverage should be submitted on a DVD and radio coverage on a CD.
18. **Podcasts:** Audio programs or shows produced solely as podcasts, downloadable for play on MP3 players. The one-page summary should include rationale for Podcasting strategy, statistics, or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast being entered on an audio CD.
19. **Blogs:** Web-based journals, or blogs that communicated either 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 the entry.
20. **Newsletters:** 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 along with one-page summary. *(For newsletters only published online or in electronic form, please submit in category 44, Multi-Media Communications.)*

21. **Magazines:** Publications designed to provide in-depth information about an organization or topic on a regular basis. The number of pages and length of articles typically differentiate magazines from newsletters. Submit three consecutive issues along with one-page summary. *(For magazines only published online or in electronic form, please submit in category 44, Multi-Media Communications.)*
22. **Annual Reports:** Publications that report on an organization's annual performance. Submit one copy of the publication along with one-page summary. *(For annual reports only published online or in electronic form, please submit in category 44, Multi-Media Communications.)*
23. **Brochures:** Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication along with one-page summary. *(For brochures only published online or in electronic form, please submit in category 44, Multi-Media Communications.)*
24. **Publications:** Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Submit one copy of the publication along with one-page summary.
25. **Press Kits/Media Kits:** News releases, photographs and other background information compiled for an organization product or issue. Submit one copy of the press kit or media kit along with one-page summary. *(For press kits/media kits only published online or in electronic form, please submit in category 44, Multi-Media Communications.)*
26. **Press Conferences:** One-time event to announce news to target media about a product, service, issue or organization. A series of events or multi-day effort does not belong in this category. The one-page summary should address logistics, execution, and quantifiable measures to demonstrate the press conference achieved its stated objectives.
27. **Direct Mail/Direct Response:** Communications that are designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions by the target audience recipients resulting solely from the sponsor's communication should be detailed in the summary. Submit one copy of the publication along with one-page summary.
28. **Audio Programs:** Submit CD along with one-page summary. The one-page summary should include usage statistics or other means to quantify measurement to support stated objectives.
29. **Internal Video Programs (corporate/organizations news and features):** Video programs targeted towards internal audiences such as employees, members, etc. Entrants should submit programs on DVD as a reasonable presentation. The one-page summary should include documentation of results that supported stated objectives.
30. **External Video Programs:** Video programs targeted primarily at external audiences. Entrants should submit programs on DVD as a reasonable presentation. The one-page summary should include documentation of results that supported stated objectives.
31. **Video News Releases:** Pre-produced videos distributed to television stations to inform target audiences about an event, product, service, or organization. Entries may consist of edited or unedited 1/2" video and sound bites on a DVD. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.
32. **B-Roll:** Includes video footage, with or without audio, distributed to television stations for use in stories about an event product, service, issue, or organization. Entries may be submitted on a single DVD or standard VHS. The one-page summary should include usage statistics and other means of quantified measurement to support stated objectives. *(For Video footage edited and produced as a packaged news story/feature with audio, please submit in Category 31, Video News Releases).*
33. **Satellite Media Tours:** Live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service, or organization. Entries may consist of edited DVD of one or two of the representative placements on a single DVD. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.
34. **Television PSAs:** Video productions of one minute or less distributed to television stations as non-paid public service announcements. Single productions or a series addressing the same issue may be submitted on a single DVD. The one-page summary should include documentation of results that support stated objectives.
35. **Radio PSAs:** Audio productions of one minute or less distributed to radio stations as non-paid public service announcements. Single productions or a series addressing the same issue

may be submitted on a single CD. The one-page summary should include documentation of results that support stated objectives.

36. **Print PSAs:** Ads distributed to newspapers and/or magazines as non-paid public service announcements. Single ads or a series of ads addressing the same issue may be submitted, but copies of the actual print PSA must be included in the entry. The one-page summary should include documentation of results that support stated objectives.

**Please note:** Entries in categories 37-44 must be written in their entirety or substantively by the entrant and not merely “pitched.”

37. **Speeches:** Submit text of speech along with one-page summary. Summary should include information on audience, purpose of speech, and any documented results against the stated objectives.

38. **Feature Stories:** 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.

39. **Editorials/Op-Ed Columns:** Opinion articles written as an editorial, guest column, or letter to the editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, results, and budget.

40. **Advertorial:** 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.

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

42. **Creative Tactics:** 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. (If objects are large or bulky, a photograph or video representation should be sent on CD or DVD.)

43. **Web sites (external, internal or extranets):** Use of a web site as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. In addition, include the web site address for external sites.

44. **Multi-Media Communications (press kit, newsletters, magazine, annual reports, and brochures):** Use of multi-media technology to produce traditional public relations tactics. Submit a one-page summary, as well as a hard copy and CD ROM of the tactic to reflect its quality, execution, and technical excellence.

**Please remember:**

- At least some part of the program must have occurred in 2006. Programs tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.
- Programs should be entered in the one most appropriate category. In deciding which category is most appropriate, entrants should examine program objectives and target audiences. Judges will not move entries into other categories.
- Submit each entry in a hardcover, three-ring binder. The competition entry form should be page 1 of your binder. This applies to every program or component entry.
- The next page of your entry should be the typed summary that introduces your program or component. If your entry is a program, the summary should be no longer than two pages. It should include a description of research, planning, implementation, and evaluation, in that order. Also in the summary include total budget, including information related to staffing or percentage of manpower and percentage of purchased media to overall expenses; the program’s geographic scope; and time frame or duration of the program. If your entry is a component, the summary should be no longer than one page and should address objectives, audiences, budget, and, if applicable, results.

- Please also provide a CD or disk containing your 2-page program summary or 1-page component summary; a 100-word summary of your entry (so we may best describe your entry if it receives an award); and a 300 dpi jpeg of your company, client and/or project logo(s).
- For program entries, incorporate supporting materials such as photographs, prints, slides, letters, scripts, storyboards, clippings, and sample evaluation data. These items must fit into your binder. Sleeves may be used to hold odd-sized support materials such as folded posters, CDs, DVDs, and videocassettes. Advertising materials will be accepted if you can demonstrate that the advertising supplemented the public relations program and the advertising costs amounted to no more than one-third of the total program budget.
- For program entries, use tabs to separate your binder into four sections (research, planning, implementation, and evaluation) and include introductory or analytical statements at the beginning of each section followed by supporting documentation.
- If your entry documentation includes video, you are encouraged to submit a DVD copy. You must prepare a one-page summary outlining the tape's contents and also label the cassette or DVD with the name of the entry, the program title, and award category.
- Leave binder cover free of lettering, labels, drawings, etc.
- Submit entry with payment to **arrive no later than June 7, 2007, at 5:00 p.m.**  
Attn: Thoth Award Competition, PRSA-NCC Chapter Office, 10378 Democracy Lane, Suite A, Fairfax, VA 22030, (703) 691-9212

### **BEST OF SHOW**

All program entry winners are automatically considered for special recognition as the "Best of Show."

## **2007 SPONSORS**

*The National Capital Chapter expresses its appreciation to the 2007 PRSA-NCC Sponsors:*

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### **2007 THOTH AWARDS ENTRY - INFORMATION FORM**

THE NATIONAL CAPITAL CHAPTER OF

THE PUBLIC RELATIONS SOCIETY OF AMERICA

**ENTRY CATEGORY**

Number: \_\_\_\_\_ Description: \_\_\_\_\_

**ENTRY INFORMATION**

Title of Entry: \_\_\_\_\_

Name of Organization for which this program was conducted: \_\_\_\_\_

Name of Assisting Agency/Agencies or counseling firm(s) if any: \_\_\_\_\_

Indicate the individual's name and/or company that should be engraved on the award in the event that your entry wins: \_\_\_\_\_

Name of the person authorized to submit this entry: \_\_\_\_\_

Name of the person who will serve as contact regarding entry: \_\_\_\_\_

**BUSINESS INFORMATION**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Alternate Phone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Are you a member of PRSA-NCC? Yes \_\_\_\_ No \_\_\_\_

If yes, PRSA member number: \_\_\_\_\_

*(Please refer to your member ID card or contact the PRSA-NCC office at 703.691.9212)*

I certify that this program was carried out entirely or in part between January 1, 2006, and December 31, 2006.

Signature of entrant or representative: \_\_\_\_\_

**2007 THOTH AWARDS ENTRY - PAYMENT FORM**

THE NATIONAL CAPITAL CHAPTER OF  
THE PUBLIC RELATIONS SOCIETY OF AMERICA

**EARLY BIRD RATES (Received by May 24, 2007)**

PRSA-NCC Members: \$75 for first entry, \$55 for subsequent entries

Non-NCC Members: \$95 for first entry, \$70 for subsequent entries

**STANDARD RATES (Received by June 7, 2007)**

PRSA-NCC Members: \$95 for first entry, \$75 for subsequent entries

Non-NCC Members: \$115 for first entry, \$90 for subsequent entries

**DELIVERY**

Mail entry/entries with payment to arrive no later than Thursday, June 7, 2007 to:

Attn: Thoth Award Competition

PRSA-NCC Chapter Office

10378 Democracy Lane

Suite A

Fairfax, VA 22030

(703) 691-9212

**METHOD OF PAYMENT**

Entry fees may be paid by check made out to: PRSA-NCC; or by American Express, Visa or Master Card.

Check enclosed:

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American Express: \_\_\_\_\_ Visa: \_\_\_\_\_ Master Card: \_\_\_\_\_

Total amount to be billed:

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Account Number:

---

Name on Card:

---

Expiration Date:

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Signature:

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