

# Pinnacle Awards Entry Guidelines



## Entry

Submissions must be sent electronically via the CPRS Hamilton website. An online system is available that will allow entrants to upload their submission documents. A communications project or program may be entered in a maximum of two categories. To be valid, each e-submission must include the following:

### 1. Entry Form

Each entry form should be properly completed. Read the instructions thoroughly to ensure your entry is in the correct category.

### 2. Submission Summary

Each entry form must include a maximum three (3) page summary with a minimum type size of 10 points.

A cover page including the name of the organization (and client if applicable), campaign title and award category is required in addition to the three-page summary. Files must be saved as a PDF. Microsoft Office documents are not compatible with our system. Using the R-A-C-E formula as your outline, your summary should include a brief description of the following areas:

- Research
- Analysis, planning and strategy
- Communication, execution and production, including budget and human or other resources
- Evaluation and measurement

The summary adds clarity to the submission and allows the judges to quickly see the rationale and degree of organization behind each entry as well as its impact. It is the storyline that explains why and how you achieved your goals.

Submitters must demonstrate the R-A-C-E formula in their work. Research, analysis, communication and evaluation. All submissions should outline what research was undertaken and how the research informed the strategy, communications approach and tactics taken. The budget must be mentioned in the three page summary, however, more detailed information can be provided in an appendix. The evaluation must be linked back to the original communication objectives whether through quantitative and/or qualitative means.

*Marks will be deducted for those who do not provide details of the R-A-C-E formula, including the budget and/or human resources allocations in their summary as outlined above. The use of CPRS' Media Relations Rating Points (MRP)<sup>®</sup> system for the evaluation of media relations activities is encouraged but not mandatory. However, programs that do not use the MRP<sup>®</sup> system must include an evaluation in addition to total stories generated, such as story tone and/or delivery of key messages and/or evaluation against program objectives.*

### 3. Supporting Information

All supporting information should be uploaded on the CPRS Hamilton website and only three (3) PDF attachments will be allowed per submission. Each attachment should not exceed 10 MB and should also not exceed more than 50 pages. Supporting documents can only be the following file types:

- Portable Document Format: PDF
- Audio Files: MP3
- Video Files: MP4

*Note: The onus is to ensure all elements of any entry meet any standards set out in the CPRS Code of Professional Standards.*

*All submissions and supporting documents become the property of CPRS Hamilton and will not be returned.*



**Canadian Public  
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