

# **The ACF PR Training Team**

## **Wilkinson Sword Award for PR Excellence**

### **Introduction**

The Wilkinson Sword has been awarded to the winner of an annual Public Relations competition for ACF Counties for a number of years and despite there being a small number of high quality entries over recent years the overall number has gradually declined.

This has been in part due to the pressure of compiling a portfolio of material to support entries and in part due to the pressures PROs face in delivering their duties often single handed and almost always with limited resources and time. Furthermore because the competition has covered every aspect of PR it has become clear that county PROs have found it difficult and time consuming to try and cover every part of their PR activities in their entries.

In recognition of this, and the changing face of ACF public relations practice, the Wilkinson Sword of Excellence is to be run to a new set of criteria with the aim of providing entrants with greater clarity over what is required, lessening the administrative burden of entering the competition, and opening up the opportunities for identifying good practice in specific specialist areas.

### **Overview**

Instead of counties submitting a single overall submission covering every aspect of their PR activities they will be able to submit entries into a number of smaller, more discrete categories. Each county can submit entries into more than one category and each category will be judged by the ACF PR Training team member with the appropriate expertise. Winning entries in the each of the categories will receive a certificate of commendation.

The winners of these specialist categories will then be judged against each other by the PR Training Team as a whole, to identify the overall winner of the Sword of Excellence.

The new categories are as follows;

- Best use of a web site
- Best media portfolio (newspapers, external magazines, radio TV etc from the year)
- Best portfolio of five photographs
- Best newsletter
- Best PR event
- Best use of social networks or new media

## **Submission criteria**

Entries for the categories should meet the following criteria and all materials should be clearly marked with the county name and name of the PRO submitting it.

Presentation of the submission will be taken into account when judging the individual categories.

Each category submission should be separately packaged and clearly marked with the category title.

Remember a county may submit an entry to any number of these categories, but there may be no more than one entry per category from a county.

### **Best use of a web site**

- A brief (maximum 200 words) description of the aims and objectives of the web site.
- A brief (maximum 500 words) explanation of the PR outcomes the web site and benefits it has brought to the county.
- Base information about the web site including date established, management arrangements and URL.
- User statistics.

### **Best media portfolio (newspapers, external magazines, radio TV etc from the year)**

- A brief (maximum 300 words) description of the aims and objectives of the county's media campaigns through the year. This should include what the key messages were for the year, who they were aimed at and a summary of the media used to reach them.
- A brief (maximum 500 words) outline of the main successes and PR outcomes of the county's media campaigns.
- Supporting press cuttings, audio or video files (the latter may be supplied as electronic files or web links to You Tube).

### **Best portfolio of five PR photographs**

- A set of five 5x8 in prints of photographs (Note the appropriate permissions must have been obtained.)
- Each picture to be captioned, dated and authored (the portfolio may consist of photographs taken by more than one person). Each picture should also carry a brief description of how it has been used.

### **Best newsletter**

- A brief (maximum 300 words) description of the aims and objectives of the newsletter including information about its readership (who, how many etc) and distribution methods.
- A minimum of three copies from the previous 12 months (or one copy in the case of a newsletter produced specifically for the camp period).

### **Best PR event**

- A brief (maximum 300 words) description of the aims and objectives of the event including who it was aimed at and what it was meant to achieve.
- A brief (maximum 500 words) explanation of the PR outcomes the event.
- Supporting materials including press cuttings, letters of thanks, comments from guests, photographs etc.

### **Best use of social networks or new media**

- A brief (maximum 200 words) description of the aims and objectives of your use of new media.
- A brief (maximum 500 words) explanation of the PR outcomes and benefits it has brought to the county.
- Base information about it including date established, management arrangements and URL.
- User statistics.

## **Submission deadlines and competition timings**

The deadline for submissions is 12<sup>th</sup> October 2012

All entries need to be submitted to:

Admin Officer PR Training Team  
ACFA  
Holderness House,  
51-61 Clifton Street,  
London  
EC2A 4DW

Judging will take place in early November and category winners will be announced and will receive their certificates of commendation shortly afterwards. The overall winner of the Wilkinson Sword of Excellence for Public Relations will receive the sword at a mutually agreed date.