

Award Categories

Public Relations Program Categories

1. Special Events & Observances, Budget under \$10,000

Programs to commemorate anniversaries, to conduct special organizational or public events, or to observe local, national or international celebrations. Total budgets/costs not to exceed \$10,000.

2. Special Events & Observances, Budget \$10,000 to \$25,000

Programs to commemorate anniversaries, to conduct special organizational or public events, or to observe local, national or international celebrations. Total budgets/costs not to exceed \$25,000.

3. Special Events & Observances, Budget over \$25,000

Programs to commemorate anniversaries, to conduct special organizational or public events, or to observe local, national or international celebrations. Total budgets/costs exceeded \$25,000.

4. Internal Communications

Programs to heighten internal efficiency, increase understanding of key business issues and/or improve relations with employees through enhanced communications.

5. Ongoing Programs

Programs to establish or maintain an organization's reputation, stature or relations with its publics.

5-A) All-inclusive Budget of \$25,000 or Less; or

5-B) All-Inclusive Budget of More Than \$25,000

6. Community Relations

Relations to improve an organization's image and/or relations with communities in which it has an interest, need or opportunity. The organization itself benefits from this program.

7. Marketing Communications

Programs to publicize, promote or introduce products or services.

8. Emergency or Crisis Programs

Programs undertaken to deal with an event that has had or may have an extraordinary impact.

9. Overall Campaign

This campaign can include marketing and advertising, but judges will focus on the presentation of the PR plan and related components. Although entries will be rewarded for media impressions, the judges will also consider campaign goals, the creative thought put into developing the plan and ultimately, how successful the plan was in achieving those goals. Enter as either:

9-A) All-inclusive Budget of \$25,000 or Less; or

9-B) All-Inclusive Budget of More Than \$25,000

10. Investor/Donor/Targeted Audience Communications

Note: Programs directed to shareholders, donors or other targeted audiences. Does not include internal communications. Internal communications programs may be entered under category 4.

Tools & Tactics Categories

1. Special Purpose Videos

Video programs produced to inform and/or promote, intended for a specific target audience and/or purpose.

2. Writing

Written public relations projects created to meet a specific objective for a defined audience and/or purpose in the following categories:

2-A) News Releases

2-B) News Articles (by-lined or ghost written)

2-C) Speeches

3. Publications

Public relations publications including annual reports, brochures, magazines, and newsletters designed to inform and/or promote a communications message to a selected audience for a specific objective in the following categories:

3-A) Annual Reports

3-B) Brochures

3-C) Additional Collateral

3-D) Magazines

3-E) Newsletters

4. Internet-based Communication

Web sites, podcasts, blogs, RSS feeds or other Internet-based communication created to meet specific communication objectives for informational and/or promotional purposes.

5. Media Relations

Tactics, programs and events driven entirely by media relations. Submit media events, press releases, media advisories, pitch letters, requests for coverage, etc., along with evidence of the resulting coverage and summary. TV coverage should be submitted on a half-inch VHS videocassette and radio should be on an audiocassette. Please do not enter a single release, advisory, letter, etc. unless it represents the entire effort. Single releases, advisories, letters, etc. should be entered in category 2.