



2017

Thoroughbred Awards

CATEGORIES – CAMPAIGNS

C-1 – SOCIAL MEDIA CAMPAIGN

INTEGRATING A COMBINATION OF ONLINE AND MOBILE-BASED TOOLS SUCH AS FORUMS, BLOGS, PODCASTS, VIDEOS AND/OR SOCIAL NETWORKING SITES TO ENGAGE, SHARE, INSPIRE AND/OR ACTIVATE PEOPLE AND COMMUNITY.

- A. BLOGS
- B. PODCASTS/VODCASTS
- C. WEB CASTS
- D. SOCIAL NETWORKING (YOUTUBE, TWITTER, FACEBOOK, ETC.)
- E. WEBINAR
- F. OTHER

PROVIDE A HARD COPY OF SUPPORTING MATERIALS.

C-2 – MEDIA RELATIONS

DRIVEN ENTIRELY BY MEDIA RELATIONS, THE ENTRY SHOULD BE A COMPREHENSIVE EFFORT TO WORK WITH MEDIA TO HELP SHOWCASE AND/OR COMMUNICATE AN ORGANIZATION'S GOALS, POINT OF VIEW, OR NEW AND/OR EXISTING PRODUCTS OR SERVICES.

- A. PRINT
- B. RADIO
- C. TELEVISION
- D. AUDIO NEWS RELEASE(S)
- E. VIDEO NEWS RELEASE(S)
- F. MEDIA KITS/SUPPORTING MATERIAL
- G. TWO OR MORE OF THE ABOVE

C-3 – COMMUNITY RELATIONS/PUBLIC SERVICE

PROGRAMS THAT (1) IMPROVE OR MAINTAIN AN ORGANIZATION'S RELATIONS OR IMAGE IN THE COMMUNITIES IN WHICH IT OPERATES, OR (2) ADVANCE PUBLIC UNDERSTANDING OF SOCIETAL ISSUES, PROBLEMS OR CONCERNS.

C-4 – CRISIS COMMUNICATIONS

PROGRAMS DEVELOPED TO HELP AN ORGANIZATION COMMUNICATE EFFECTIVELY WITH VARIOUS AUDIENCES, INCLUDING THE MEDIA, DURING AN EVENT, CRISIS OR EMERGENCY SITUATION.

C-5 – INTERNAL COMMUNICATIONS

INTERNAL PROGRAMS DESIGNED AND IMPLEMENTED TO ENHANCE AN ORGANIZATION'S RELATIONS WITH ITS EMPLOYEES, THEIR FAMILIES AND RETIREES.

C-6 – MARKETING COMMUNICATIONS

PROGRAMS DEVELOPED TO PUBLICIZE AND PROMOTE NEW OR EXISTING SERVICES, IDEA OR PRODUCTS IN EITHER OF THE FOLLOWING CATEGORIES:

- A. BUSINESS-TO-BUSINESS
- B. BUSINESS-TO-CONSUMER

C-7 – PUBLIC AFFAIRS

PROGRAMS DESIGNED TO AFFECT LEGISLATION, GOVERNMENT REGULATIONS, POLITICAL ACTIVITIES OR CANDIDACIES ON A LOCAL, STATE OR FEDERAL GOVERNMENT LEVEL.

C-8 – SPECIAL EVENTS, OBSERVANCES OR FUNDRAISERS

AN EVENT OR SERIES OF EVENTS DESIGNED TO ATTRACT ATTENTION TO A PRODUCT, SERVICE OR COMMEMORATIVE OCCASION OR TO RAISE MONEY FOR THE ORGANIZATION.

CAMPAIGN ENTRY FORMAT

JUDGES WILL EVALUATE THE CAMPAIGNS BASED ON A CONCISE SUMMARY, NO LONGER THAN TWO PAGES, WHICH SHOULD INCLUDE THE FOUR AREAS LISTED BELOW. AT THE TOP OF THE FIRST PAGE, INCLUDE THE ENTRY CATEGORY, THE TITLE OF THE ENTRY AND WHO THE ENTRY IS BEING SUBMITTED BY.

JUDGING AREAS

RESEARCH

ANALYZE OR 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? DID RESEARCH HELP TO REDEFINE 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.

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 THAT WERE SET OUT? WHO WERE THE TARGET AUDIENCES? WHAT WAS THE OVERALL STRATEGY EMPLOYED? WHAT MATERIALS WERE USED (PROVIDE EXAMPLES AS SUPPLEMENTS TO THE TWO SUMMARY SHEETS)? WHAT WAS THE 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?

EVALUATION

WHAT METHOD(S) OF EVALUATION WERE USED? HOW ARE RESULTS RELATED TO RESEARCH FINDINGS? HOW ARE RESULTS RELATED TO STRATEGIC OBJECTIVES? (NOTE: MEDIA CIRCULATION FIGURES ARE NOT ACCEPTABLE AS THE ONLY MEANS OF QUANTITATIVE MEASUREMENT).



CATEGORIES – TACTICS

T-1 – INTERNAL PUBLICATION

SUBMIT AT LEAST THREE CONSECUTIVE ISSUES OF A PUBLICATION DESIGNED WITH THE SOLE PURPOSE OF COMMUNICATING TO EMPLOYEES, THEIR FAMILIES, RETIREES OR CLOSELY-RELATED NON-EMPLOYEE AUDIENCES.

- A. UP TO TWO COLORS
- B. THREE OR MORE COLORS

T-2 – EXTERNAL PUBLICATION

SUBMIT AT LEAST THREE CONSECUTIVE ISSUES OF A NEWSLETTER, MAGAZINE OR TABLOID.

- A. UP TO TWO COLORS
- B. THREE OR MORE COLORS

T-3 – BROCHURES

PAMPHLETS, BOOKLETS, OR OTHER SMALL PUBLICATIONS DESIGNED TO INFORM A TARGET AUDIENCE ABOUT AN ORGANIZATION, PRODUCT, SERVICE OR ISSUE – GENERALLY IN THE FORM OF A TRI-FOLD OR A SIMPLE FORMAT. SUBMIT ONE COPY OF THE PUBLICATION.

- A. TWO COLORS
- B. THREE COLORS OR MORE

T-4 – SPECIAL-PURPOSE PUBLICATIONS

SINGLE-ISSUE, MULTI-PAGE PUBLICATIONS DESIGNED FOR A SPECIAL PURPOSE. SUBMIT ONE COPY OF THE PUBLICATION.

T-5 – ANNUAL REPORTS

PUBLICATIONS THAT REPORT ON AN ORGANIZATION'S ANNUAL PERFORMANCE.

- A. COMPANIES
- B. NOT-FOR-PROFIT ORGANIZATIONS

T-6 – EXECUTIVE/OPINION COMMUNICATIONS

ARTICLES INTENDED TO SHAPE OPINION AND/OR INFLUENCE THOUGHT. PROVIDE HARD COPY OF WRITTEN MATERIAL(S) WITH AN EXPLANATION OF HOW IT WAS USED AND THE IMPACT IT GENERATED.

- A. SPEECH
- B. OPINION EDITORIAL
- C. WHITE PAPER
- D. OTHER

T-7 – CREATIVE TACTIC

UNCONVENTIONAL, CREATIVE TACTIC OR APPROACH USED AS PART OF A PUBLIC RELATIONS PROGRAM.

- A. MEDIA KIT
- B. DIRECT MAIL
- C. POSTER
- D. EVENT INVITATION
- E. OTHER

T-8 – SPECIALIZED APPROACH

- A. FEATURE STORY
- B. VIDEO PROGRAM
- C. PUBLIC SERVICE ANNOUNCEMENT

T-9 – DIGITAL/SOCIAL MEDIA

PROVIDE A HARDCOPY OF SUPPORTING MATERIALS SUCH AS SCREEN SHOT, DVD OR CD TO SHOW RESULTS/ANALYTICS.

- A. BLOG, FACEBOOK OR TWITTER
- B. WEBCAST/WEBINAR
- C. PODCAST

T-10 – ONLINE

PROVIDE A HARDCOPY OF SUPPORTING MATERIALS SUCH AS SCREEN SHOT, DVD OR CD TO SHOW RESULTS/ANALYTICS.

- A. WEBSITE: EXTERNAL, INTERNAL OR INTRANET COMMUNICATIONS
- B. ONLINE PUBLICATIONS
- C. E-NEWSLETTERS OR E-MAIL CAMPAIGNS
- D. EDUCATIONAL OR MULTI-MEDIA PRESENTATION

TACTICS ENTRY FORMAT

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JUDGING AREAS

PLANNING/CONTENT

DESCRIBE THE OBJECTIVES OF THE ENTRY AND IDENTIFY THE AUDIENCE AND STRATEGIES USED. INCLUDE INFORMATION ON RESEARCH, IF APPLICABLE.

CREATIVITY/QUALITY

DESCRIBE WHAT MESSAGES AND MATERIALS WERE USED. WHAT MAKES THIS ENTRY UNIQUE?

TECHNICAL EXCELLENCE

HOW DO THE GRAPHIC AND COMMUNICATIONS ELEMENTS SET THIS ENTRY APART?

RESULTS

INDICATE WHAT METHODS OF EVALUATION WERE USED. RESULTS SHOULD PROVIDE EVIDENCE OF HOW THE STATED OBJECTIVES WERE MET AND HOW THE ENTRY IMPACTED THE SUCCESS OF A BROADER OR ONGOING PROGRAM. EVIDENCE MAY BE QUANTITATIVE OR QUALITATIVE, AS APPROPRIATE FOR THE SCORE AND NATURE OF THE ENTRY.