CATEGORIES – CAMPAIGNS

C-1 – MEDIA RELATIONS PROGRAM

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.

C-2 - COMMUNITY CHAMPION

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-3 – CRISIS AND ISSUES MANAGEMENT

Programs developed to help an organization communicate effectively with various audiences, including the media, during an event, crisis or emergency situation.

C-4 – INTEGRATED COMMUNICATION

A program that exemplifies creative and effective integration of traditional public relations Tactics with at least one other marketing communications tool, such as advertising, direct marketing, sale promotion or design.

C-5 – SOCIAL MEDIA

Use of social media including Facebook, Twitter, YouTube, Google+, blogs or other social media networks as part of a public relations program. Include screen shots, copies of key pages and/or blog entries to support your summary. Include the site's complete URL. Entries should include detailed results/metrics.

C-6 – SPECIAL EVENTS

An event or series of events designed to attract attention to a product, service or commemorative occasion or to raise money for the organization. Events may be commemorations, observances, openings, celebrations or other special activities.

C-7 – WEBSITE

Websites designed as part of a communications program. Copy entered in this category must be written by the entrant. Design may be subcontracted. Include the web URL, screen shots and provide any necessary passwords to access the site.

C-8 – STUDENT

Any public relations, advertising or marketing work performed by college students or college...

class projects. PRSSA membership is not required. College and university faculty and administrators can submit work performed by students under their supervision. Working professionals can enter work performed by college interns under their supervision, or students can enter individually.

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 – Brochure

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.

- Two colors
- Two or more colors

T-2 – Feature Writing

Writing designed to inform or entertain about an organization, product or service. Submit text of feature articles as well as documentation of publication.

T-3 – Internal Publications

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.

- Up to two colors
- Two or more colors

T-4 – Multimedia

Includes video, audio, PSAs and other audiovisual tactics. Submit final project and include transcript of the message (if applicable).

T-5 – Newsletter

Pieces written and designed (including electronic) to communicate company facts, direction or news. May be a single piece or an ongoing series. If entering a series, include at least three issues. Target audience may be internal or external stakeholders.

T-6 – Special Purpose Publications

Single-issue, multi-page publications designed for a special purpose. Submit one copy of the publication.

T-7 – Speech Writing

Development and scripting of a document for use in presentation format. Submit text of speech.

T-8 – Technical Writing

Documents or editorial written to define and/or explain a technical product or service to a target audience.

Tactics Entry Format

Judges will evaluate the tactics 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.)