

# C A T E G O R I E S

## **1. Community Relations**

Includes communications programs seeking to serve, educate, enlighten or influence a specific community or communities.

## **2. Special Events and Observances**

Open-house celebrations, commemoration of anniversaries, ceremonies connected with new installations, trade shows, events in connection with national observances or local celebrations.

## **3. Internal Communications**

Programs for employee or member communications:

### **3a. Internal Communications - 1,000+ employees or members**

### **3b. Internal Communications - Less than 1,000 employees or members**

## **4. Financial/Investor Relations**

Programs directed to shareholders, the financial community or the investing public.

## **5. Issues Management**

Programs that educate and inform about issues or advocacy programs that present a point of view or position on issues of public concern.

### **5a. Issues Management - Legislative**

Regulatory matters or those campaigns intended to brief or influence governments; politically-oriented programs or local, state or federal governmental activities.

### **5b. Issues Management - Health**

### **5c. Issues Management - Environment**

### **5d. Issues Management - Public Safety**

### **5e. Issues Management - Consumer Products**

### **5f. Issues Management - Food & Beverage**

### **5g. Issues Management - Education**

## **6. Crisis Public Relations**

Programs that successfully managed a crisis (disaster or emergency situations).

## **7. Marketing**

The most effective, comprehensive programs to publicize, promote, and support the marketing of products, events or services to general or special publics. Please note that this category is divided into the following sub-categories for entries. Please choose the most appropriate sub-category for your entry:

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**7a. Marketing – Branding**

**7b. Marketing – Health**

**7c. Marketing – Food & Beverage**

**7d. Marketing – Consumer**

**7e. Marketing – Lifestyle**

**7f. Marketing - Not-for-profit**

**7g. Marketing – Business-to-business**

**7h. Marketing – Financial services**

**7i. Marketing – Education**

## **8. International Public Relations**

Programs including any of the aforementioned categories if the program is implemented beyond the borders of the USA, requiring significant additional considerations in terms of communications strategy and implementation.

## **9. On-line content**

The most effective use of social media to provide timely, customized information to critical audiences on demand (requiring viewer participation). Entrants may submit links, attachments of screen displays or program outlines in order for judges to see user interaction options, use of varied media, etc. This category is divided into the following sub-categories for entries. Please choose the most appropriate sub-category for your entry:

**9a. Website**

**9b. Social Media – Campaign**

**9c. Social Media – Single PR Event or Promotion**

**9d. Blogs**

**9e. SEO results**

## **10. Communication Materials**

Materials not of sufficient depth or breadth to create a total program. Individual elements of a broader program may be entered separately in this category.

There must be a stated reason, as evidenced through research and/or strategic development, why the specific medium was chosen.

**10a. Communications Materials - Brochures, Booklets or Books**

**10b. Communications Material - Newsletters or Magazines**

**10c. Communications Materials - Annual Reports – Corporations**

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**10d. Communications materials – Annual Report - Not –for-profit**

**10e. Communications Materials - Video Features – Single Feature**

**10f. Communications Materials – Video Features – Campaign**

**10g. Communications Materials - Infographics**

**11. Multi-Cultural**

Campaigns or events targeted to a diverse audience (NOTE: Entry must include English translation)

**11a. African-American** – Campaigns that target African-American audiences

**11b. Hispanic** – Campaigns that target Hispanic audiences

**11c. Multi-Cultural** – Campaigns that target a multi-cultural audience not included in the categories above

**12. Media relations**

Programs or events where media results made a major contribution to the success of the program or event.

**12a. Media Relations - Consumer**

**12b. Media Relations - Business-to-business**

**12c. Media Relations - Not-for-profit**