

CATEGORY	AWARD NAME	DESCRIPTION
<b>INDIVIDUAL</b>		
	PR Professional of the Year	Nominate an individual you feel excelled at delivering results for clients or your company.
	PR Team of the Year	Nominate a team that delivered exceptional results on a consistent basis - potentially in the face of adversity, but not necessarily.
	Watt Huntley Lifetime Achievement Award (no fee - submit via RPRS.org)	Details: <a href="https://rprs.org/awards/watt-huntley-award-lifetime-achievement/">https://rprs.org/awards/watt-huntley-award-lifetime-achievement/</a>
<b>CAMPAIGNS</b>		
	Community Relations	This category comprises campaigns whose primary focus is promoting a social cause, but which may also include promotion of your product and/or services and the advancement of your reputation as a corporate citizen.
	Special Events - Media Event	Media events are those events, from press conferences to media tours, which are built around in-person interaction between your company and the press. Entries should exhibit creativity in planning and implementing the event, drawing the media to it and engaging them at the event.
	Crisis Communications	Communications surrounding any crisis, from product recalls to executive malfeasance to social media gaffes are eligible in this category.
	External Communications	Campaigns focused on an external audience.
	Integrated Communications	Exhibits both modern and traditional marketing strategies to optimize the communication of a consistent message conveying a company's brand to stakeholders.
	Internal Communications	Effective communications within an organization.
	Social Media	Social media campaigns driving leads, sales, and/or brand engagement.
	Special Events - One to Five Days	Marketing and production of events that range in length from one to five days.
	Public Service	Service projects that benefit a community. Can range from one day to a long-term commitment.
	Marketing Consumer Products	Consumer product marketing campaigns.
	Marketing Consumer Services	Marketing campaigns focused on consumer services.
	Multicultural & Diversity	Innovative campaigns that have furthered the advancement of diversity and inclusion. Agencies that have developed diversity campaigns on behalf of clients as well as communications and HR teams at corporations, government associations, academic institutions and nonprofit organizations that have developed successful diversity campaigns in-house are eligible to enter.
	Public Affairs & Government Relations	Any campaign to promote a political issue, grassroots campaign, or candidate for office.
	Public Education	Campaigns focused on K-12 and higher ed public education.
	Financial	This category recognizes campaigns conducted to support your organization's financial messages, whether targeted to investors or other audiences.
	Green / Sustainability - One Time or Special Event	A one time sustainability or corporate social responsibility program or single day special event.
	Green / Sustainability - Ongoing	An ongoing sustainability or corporate social responsibility campaign.
	Sports Program	Campaigns focused on the sports industry. Can include internal or external audiences.
	Student	Must be developed by an individual or team of students. Can be submitted by a teacher or advisor.
	Bang for the Buck	PR efforts that achieve the stated objectives on a small budget. Please include a project budget with all expenditures including staff time, in-kind, and/or donated services. Entries in this category MAY NOT be entered in any other division.
	Healthcare Program	Campaigns focused on the healthcare industry. Audience can be external or internal.
	Organizational Identity	Any campaign to promote or distinguish your organization or company in the eye of the public, a specific audience or prospective clients.
Branding	Recognizing a highly effective campaign in which a corporate brand or product is enthusiastically received by its target audiences, where the essence of the product or purpose of the company is effectively conveyed via the brand campaign. This category also recognizes a company's efforts to effectively reinvent a brand, applying the same principles of an outstanding PR campaign in which the brand becomes highly recognized and well received.	
<b>TACTICS</b>		
	Annual Reports	We'll award the annual report that demonstrates the best and most efficient communication of a company's financial results and overall positioning. Design, crafting of messages from the CEO and effective presentation of company messages will be included in judging criteria. Please include a copy of the report with your submission.
	Publication - External	Any publication produced for stakeholders outside your organization is eligible for entry in this category. Please include the publication in your final submission.
	Websites - Internal / Intranets	Use of a website as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL.
	Word of Mouth	We'll honor viral marketing campaigns that touch a nerve and create major buzz among your customers. Leveraging best practices in word of mouth marketing, the winners will exemplify the hard work that goes into making something go viral.
	Writing - Blogs	Web-based journals, or blogs, that communicated either a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement.

	Writing - Feature	More than 500 words. Feature articles, hard news, columns, or opinions that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of writing, as well as documentation of publication.
	Publication - Internal	Entrants in this category should be publications targeted at your internal employee stakeholders. Please include the publication in your final submission.
	Collaterals - Podcasts	Content must support a public relations effort. Can be a podcast series or individual segment.
	Collaterals - Logos	Why was the development of the logo important? How does it support the firm or product goals?
	Magazines - External	Primary audience is external.
	Magazines - Internal	Primary audience is internal.
	Media Relations	Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results.
	Media Kits	News releases, photographs and other background information compiled for an organization, product or issue.
	Research / Evaluation	All successful public relations activities start with good research. This project category asks you to take the research component you have done for a campaign or project and present it as a stand-alone project.
	Social Media	These are individual social media tactics used in larger campaigns that connect people and allow them to be integrated into a product or company. Social media tactics leverage platforms ranging from Facebook to Twitter, from Snapchat to Instagram, from online forums and message boards to video and virtual reality.
	Videos - Broadcast / Web Commercial	Commercials and other video up to 60 seconds used for broadcast, web or both.
	Videos - Long-Form Productions	Any purpose video longer than 60 seconds.
	Videos - Streaming	Programs streamed on the Web as part of a campaign.
	Websites - External	Use of a website as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.
	Writing - News Releases	Must include proof of production or publication.
	Writing - Op/Ed	Must show proof of publication.
<b>DEADLINES</b>		
	Early Bird: Friday, August 3	
	Regular: Friday, August 10	
	Late Fee: Aug. 11 - Aug. 17	