

SIR WALTER RALEIGH AWARDS FOR EXCELLENCE IN COMMUNICATION

WHAT	Full list of award categories
YEAR	2018
SUBMIT	http://bitly.com/SirWalt2018
CATEGORY	AWARD NAME
INDIVIDUAL	
	PR Professional of the Year
	PR Team of the Year
	Watt Huntley Lifetime Achievement Award (no fee - submit via RPRS.org)
CAMPAIGNS	
	Community Relations
	Special Events - Media Event
	Crisis Communications
	External Communications
	Integrated Communications
	Internal Communications
	Social Media
	Special Events - One to Five Days
	Public Service
	Marketing Consumer Products
	Marketing Consumer Services
	Multicultural & Diversity
	Public Affairs & Government Relations
	Public Education
	Financial
	Green / Sustainability - One Time or Special Event
	Green / Sustainability - Ongoing
	Sports Program
	Student
	Bang for the Buck
	Healthcare Program
	Organizational Identity
	Branding
TACTICS	
	Annual Reports
	Publication - External
	Websites - Internal / Intranets
	Word of Mouth
	Writing - Blogs
	Writing - Feature
	Publication - Internal
	Collaterals - Podcasts

	Collaterals - Logos
	Magazines - External
	Magazines - Internal
	Media Relations
	Media Kits
	Research / Evaluation
	Social Media
	Videos - Broadcast / Web Commercial
	Videos - Long-Form Productions
	Videos - Streaming
	Websites - External
	Writing - News Releases
	Writing - Op/Ed
DEADLINES	
	Early Bird: Friday, August 3
	Regular: Friday, August 10
	Late Fee: Aug. 11 - Aug. 17