

CATEGORY	AWARD NAME	DESCRIPTION
ORGANIZATIONAL		
	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: https://rprs.org/awards/watt-huntley-award-lifetime-achievement/
CAMPAIGNS		
	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.
	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.
	Crisis Communications	Communications surrounding any crisis, from product recalls to executive malfeasance to social media gaffes are eligible in this category.
	Sustainability / Corporate Social Responsibility	A sustainability or corporate social responsibility campaign.
	Integrated Communications	Exhibits both modern and traditional marketing strategies to optimize the communication of a consistent message conveying a company's brand to stakeholders.
	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.
	Organizational or Branding	Any campaign to promote or distinguish your organization or company in the eye of the public, a specific audience or prospective clients. This could include internal communications or external branding efforts. This category also recognizes a company's efforts to effectively reinvent a brand.
	Public Affairs, Education & Government Relations	Any campaign to promote a political issue, grassroots campaign, candidate for office, K-12 and higher ed public education.
	Social Media	Social media campaigns driving leads, sales, and/or brand engagement.
	Special Events	Marketing and production of events that range in length from one to five days.
	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.
TACTICS		
	Graphic Design	A piece of work that was solely dedicated to graphic design which could include a logo, advertisement, printed piece for distribution, or other works.
	Magazines	A traditional print or digitally-published collection in magazine format developed for internal or external distribution.
	Media Kits	News releases, photographs and other background information compiled for an organization, product or issue.
	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.
	Multimedia - Streaming or Podcast	Programs streamed or downloaded from the web as part of a campaign.
	Publication - External or Internal	Any publication produced for stakeholders inside your organization, outside your organization, or for a mixed group of recipients (ie: annual report) is eligible for entry in this category. Please include the publication in your final submission.
	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.
	Websites	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. Websites for external audiences or intranet websites for internal audiences are both acceptable.
	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 - Blog or Feature	This category may include 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. Feature articles, hard news, columns, or opinions that have been written by a practitioner, and submitted and published through his/her efforts are also accepted in this category. For both styles, submit text of writing, as well as documentation of publication.
	Writing - News Releases	Must include proof of production or publication.
	Writing - Op/Ed	Must show proof of publication.