



## **PROJECT CATEGORIES**

(Correlates to the national Bronze Anvil Awards)

A project is typically oriented to a single tactic, activity or event. The project should be a part of an overall public relations program or specific campaign.

### **TRADITIONAL MEDIA**

#### **17. Media Relations – Consumer Products**

**17A. Health Care**

**17B. Technology**

**17C. Food & Beverage**

**17D. Packaged Goods**

**17E. Non-Packaged Goods**

**17F. Other (categories not elsewhere defined)**

Tactics, programs and events driven entirely by media relations for a consumer product. Submit relevant materials (press releases, request for coverage, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV and radio coverage should be submitted digitally. The Packaged Goods subcategory refers to traditional consumer products sold in packages such as food products, pet products, household goods, toiletries, cosmetics, etc. The Non-Packaged Goods subcategory refers to consumer products such as clothing, appliances, furniture, etc.

#### **18. Media Relations – Consumer Services**

**18A. Travel and Tourism/Hospitality**

**18B. Health Care Services**

**18C. Technology**

**18D. Financial Services**

**18E. Other (categories not elsewhere defined)**

Tactics, programs and events driven entirely by media relations for a consumer service. Submit relevant materials (press releases, satellite media tour materials, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV and radio coverage should be submitted digitally.

**-more-**

## **19. Media Relations – Business to Business**

### **19A. Professional and/or Financial Services**

### **19B. Products**

### **19C. Other (categories not elsewhere defined)**

Tactics, programs and events driven entirely by media relations for business to business. Submit relevant materials (press releases, requests for coverage, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV and radio coverage should be submitted digitally.

## **20. Media Relations – Associations**

Tactics, programs and events driven entirely by media relations for an association. Submit relevant materials (press releases, requests for coverage, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV and radio coverage should be submitted digitally.

## **21. Media Relations — Nonprofit Organizations**

Tactics, programs and events driven entirely by media relations for a nonprofit organization. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Television and radio coverage should be submitted digitally.

## **22. Media Relations – Government**

Tactics, programs and events driven entirely by media relations for a government agency or public service organization. Submit relevant materials (press releases, requests for coverage, media advisories, pitch letters) along with the one-page summary that includes measurable objectives and results, such as a representative sample of the resulting media coverage. TV and radio coverage should be submitted digitally.

## **23. Feature Stories**

Submit text of feature article as well as documentation of publication and placement. The feature article should have been written by the practitioner and submitted and published through his/her efforts. The one-page summary should include target audience, measurable objectives and any documented results. ***Feature stories must be written in their entirety or substantively by the entrant, and not merely “pitched.”***

## **24. Editorials/Op-Ed Columns**

Opinion articles written as an editorial, guest column, or letter to the editor. Submit text of article and documentation of publication. The one-page summary should outline objectives, audience, results and budget. ***Editorials/Op-Ed Columns must be written in their entirety or substantively by the entrant, and not merely “pitched.”***

## TACTICS

### **25. Word-of-Mouth**

Tactics that get key audiences talking or provide an avenue for conversation through the use of different techniques such as viral marketing, sampling programs, loyalty programs, etc.

### **26. Newsletters**

#### **26A. Print**

#### **26B. Digital**

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues along with the one-page summary.

### **27. Magazines**

#### **27A. Primarily for Internal Audiences**

#### **27B. Primarily for External Audiences**

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit three consecutive issues along with the one-page summary.

### **28. Annual Reports**

#### **28A. Business**

#### **28C. Associations/Government/Nonprofit Organizations**

Publications which report on an organization's annual performance. Submit one copy of the publication along with the one-page summary.

### **29. Brochures**

#### **29A. Print**

#### **29C. Digital**

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit brochure with the one-page summary.

### **30. Publications**

#### **30A. Single Issue Newsletters/Booklets/Calendars**

#### **30B. Books**

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Submit publication along with the one-page summary.

### **31. Press Kits/Media Kits**

News releases, photographs and other background information compiled for an organization, product or issue. Submit digital press kit/media kit contents along with the one-page summary. (Submit photograph or video representation of kit if it was in print form.)

### **32. Direct Mail/Direct Response**

Communications designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions by the target audience recipients resulting solely from the sponsor's communication should be detailed in the summary. Submit publication along with the one-page summary.

**-more-**

### **33. Online Videos**

Pre-produced videos distributed online to inform target audiences about an event, product, service or organization. Entries may consist of digital files of video and sound bites. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

### **34. Satellite Media Tours**

Live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service or organization. Entries may consist of digital files of video of one or two of the representative placements. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.

### **35. Internal/Intranet Video Programs**

Video programs targeted toward internal audiences such as employees, members, etc. Entrants should submit programs as digital files. The one-page summary should include documentation of results that support stated objectives.

### **36. External Video Programs**

Video programs directed primarily at external audiences. Entrants should submit programs as digital files. The one-page summary should include documentation of results that support stated objectives.

### **37. Public Service Announcements**

Productions of one minute or less distributed as unpaid Public Service Announcements. Single productions or a series addressing the same issue. Video and Audio PSAs may be submitted as digital files. For print PSAs, single ads or a series of ads addressing the same issue may be submitted. The one-page summary should include documentation of results.

### **38. Speeches**

Submit text of speech along with one-page summary. Summary should include information on audience, purpose of speech and any documented results against the stated objectives.

***Speeches must be written in their entirety or substantively by the entrant, and not merely "pitched."***

### **39. Advertorials**

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Submit text of editorial matter and documentation of publication(s). The one-page summary should include target audience, measurable objectives and budget. ***Advertorials***

***must be written in their entirety or substantively by the entrant, and not merely "pitched."***

### **40. Research/Evaluation**

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Sample of the methodology and findings of any research should be included in the entry, along with the one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

#### **41. Creative Tactics**

##### **41A. Consumer Products**

##### **41B. Consumer Services**

##### **41C. Business to Business**

##### **41D. Associations/Government/Nonprofit Organizations**

Unconventional, creative tactics or approaches used as part of a public relations program.

Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (Photographs or video representations should be sent digitally.)

#### **42. Writing (This category is specific to the Phoenix Awards. There is no corresponding Bronze Anvil Category.)**

##### **42A. Audio Script**

##### **42B. Video/Film Script**

##### **42C. Consumer Media News Release**

##### **42D. Trade/Business News Release**

##### **42E. Financial News Release**

##### **42F. Bylined Consumer Article**

##### **42G. Bylined Trade/Business Article**

##### **42H. Bylined Financial Article**

##### **42I. Bylined Internal Publication Article**

##### **42J. Technical Writing - Consumer Media**

##### **42K. Technical Writing - Trade/Business Media**

##### **42L. Technical Writing - Financial Media**

##### **42M. Technical Writing - Internal Publication**

Submit the written piece, documentation of publication and a one-page summary.

#### **43. Press Conferences**

One-time event specifically to announce news to target media about a product, service, issue or organization. A series of events or multi-day effort does not belong in this category. The one-page summary should address logistics, execution and quantifiable measures to demonstrate the press conference achieved its stated objectives.

### **ONLINE COMMUNICATIONS**

#### **44. Websites**

##### **44A. External**

##### **44B. Internal/Intranets**

##### **44C. Online Media Room**

Use of a website as part of a public relations program. Include screen grabs and key pages to support your one-page summary. In addition, include the website URL for external sites. Online media rooms should be for media only.

## **45. Social Media**

### **45A. Consumer Products**

### **45B. Consumer Services**

### **45C. Business to Business**

### **45D. Associations/Government/Nonprofit Organizations**

Use of social media, including Facebook, Twitter, LinkedIn, Google+, Pinterest, etc., as part of a public relations program. Include screen grabs or key pages to support your one-page summary. Additionally, include the website URL for external sites, if applicable.

## **46. Blogs**

Web-based journals, or blogs, that communicated 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 to support stated objectives. Screen downloads of the blog being entered, as well as actual site URL, must be submitted as part of the entry.

## **47. Webcasts**

A media file distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary, a digital file of the webcast, as well as the actual site URL.

## **48. Blogger Campaign**

A proactive outreach to the blogger community on behalf of a product, service or organization. The one-page summary should include rationale for blogger outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as uploaded documents of the (a) outgoing messages and (b) the resulting blog entries.

## **49. Smartphone/Tablet Applications**

Use of smartphone and/or tablet applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.