

## Categories and Instructions for Submitting Entries

**Note: Categories 1-8 will be judged on the APR judging rubric and must demonstrate how submitted materials fit into an overall public relations strategy with measurable outcomes.**

### **1. Reputation Management**

Programs designed to positively impact the public's perception of a brand or company to ultimately drive increased awareness, interest in products/offerings and heightened engagement. This category includes campaigns designed to address key stakeholders during a crisis situation.

### **2. Media Relations**

Programs centered on media relations that showcase and/or communicate an organization's goals, point of view, existing products or services or community involvement in a proactive manner.

### **3. Investor/Stakeholder Relations**

Programs/materials directed at donors, grant funders, investors and shareholders and other influencers as part of an organization's operations.

### **4. Special Events and Observances**

An event or series of events designed to attract attention to a product, service or commemorative occasion.

### **5. Internal Communications**

Includes employees, members, affiliated dealers or franchise communications materials.

### **6. Integrated Marketing Communications**

Programs that leverage communications efforts across multiple channels (earned and paid) including digital, search, social media, media relations, advertising and content creation to promote a product or service.

### **7. Digital Media**

Campaigns or content created for online distribution via web or mobile platforms that are designed to enhance the customer experience or inspire audiences to take action, on behalf of the brand, online.

### **Writing Categories**

These categories will be judged on clarity of message, quality of writing and appropriateness for medium chosen. **A separate writing rubric will be used to judge the writing category.**

#### **8a. Short Form**

Any original, published communications material that is 500 words or less in total. This could include news releases, fundraising letters, letters to the editor, blog posts, social media content, either singly or in a series.

#### **8b. Long Form**

Any original, published communications material that is longer than 500 words. This could include a newsletter, annual report, brochure, video script, multi-media package, magazine, or website that has been broadcast or published on or off line. May have one or more than one contributor.