



Program entries will be judged in five areas: Situation, Research, Planning, Execution and Evaluation. Criteria are based on PRSA's national Silver Anvil Awards.

No individual submission can be entered in more than one Program category, with the exception of the Integrated Communications category (P3), which incorporates public relations strategies and tactics with other promotional marketing communications. If a public relations component of an integrated communications program is strong enough to compete as a stand-alone program, such as Special Event/Observance, etc., then that component may also be entered as a separate program.

An individual tactic of an entry in a Program category may also be submitted as an entry in a Tactic category.

Program Categories:

Please follow the directions when entering your work. Failure to follow the entry requirements outlined below will result in disqualification. In addition, in light of the ongoing pandemic, we have added a new category for COVID-19-related programs. COVID-19 related entries are welcome in all other categories, unless otherwise indicated.

P1 Community Relations: A program that improves relations with, or seeks to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations.

P2 Crisis Communications/Issues Management: A program that deals with an unplanned event that requires an immediate response to an issue, emergency or crisis that could affect the organization.

P3 Integrated Communications: A program that demonstrates leadership of public relations strategies and tactics in a creative and effective campaign that includes other marketing or communications disciplines, such as advertising and promotions. Entries should utilize multiple tactics such as media relations, video, publications, social media, etc.

P4 Internal Communications: A program targeted specifically to publics directly aligned with an organization, such as employees, members, affiliated dealers or franchisees.

P5 Investor Relations/Financial Communications: A program directed at stockholders, other investors and the investment community.

P6 Marketing Communications: A program that promotes new or existing products/services.

P7 Multicultural Public Relations: A program that targets a specific cultural group or multiple cultural groups.

P8 Pro Bono Public Relations: Program must have been created, developed and executed without physical or financial compensation.

P9 Public Affairs: A program that specifically influences public policy and/or affects legislation, regulations, political activities or candidacies - at the local, state or federal government levels - so that the entity funding the program benefits.

P10 Public Service: A program that advances public understanding of a societal issue, problem or concern.

P11 Reputation/Brand Management: A program that promotes or improves the reputation of an organization with its publics, or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

P12 Social Media/Digital Communications: A program that employs social and/or digital media to promote an organization.

P13 Special Event/Observance: A program or event, such as a commemoration, observance, opening, anniversary, celebration or other special activity.

P14 Student Program: A program created for a client by a student(s) as part of a class.

P15 Special Public Relations Program: A program that does not belong in the other program categories.

P16 COVID-19 Public Relations Initiative: An internal or external program, campaign or project created and developed in response to the COVID-19 pandemic.

Judging for Program Categories:

Situation (5 Maximum Points)

- What is the organization's business/mission?
- What prompted the need for the program?
- Were there any constraints, challenges or interesting aspects of the program, audience or market?

Research (5 Maximum Points)

- What primary/secondary research (quantitative, qualitative, anecdotal, audits) did you conduct?
- How did the research help define or redefine the situation?

Planning (10 Maximum Points)

- What was the plan – goal(s), measurable objectives, strategy, messages, audience(s), timeline, and budget?

Execution (10 Maximum Points)

- What were the key tactics?
- How were challenges overcome?
- Were other organizations involved?
- Were nontraditional public relations tactics used, such as advertising?

Evaluation (10 maximum points)

- What were the results? The outcomes?
- Were measurable objectives achieved?
- What methods of evaluation were used?
- What was the program's impact on the target audience and organization?
- Was the program completed on time and within budget?

Tactic Categories:

T1 Annual Report (print or digital)

T2 Editorial/Op-Ed Column

T3 External Video

T4 Feature Story/Brand Journalism

T5 Internal Video

T6 Magazine (print or digital)

T7 Marketing/Sales Communications (print or digital – brochure, direct mail, design pieces, etc.)

T8 Media Relations/Event (briefing, press conference, tour, etc.)

T9 Media Relations/News Release

T10 Media Relations/Press Kit or Online Newsroom

T11 Newsletter (print or digital)

T12 Other Writing Projects (advertorial, case study, speech, etc.)

T13 Pro Bono (Tactic must have been created, developed and executed without physical or financial compensation)

T14 PSA (TV, radio, online)

T15 Special Event (anniversary, opening, charitable fundraiser, celebration, etc.)

T16 Social Media (Facebook, Twitter, YouTube, Pinterest, Instagram, Google+, blog etc.; include screenshots of key pages, URL for external sites)

T17 Student Tactic (a tactic created for a client by a student(s) as part of a class)

T18 Website

T19 Special Tactic (a tactic that does not belong in the other tactic categories)

Judging for Tactic Categories:

Situation (5 Maximum Points)

- What is the organization's business/mission?
- What prompted the need for the tactic?
- Were there any constraints, challenges or interesting aspects of the project, audience or market?

Planning/Content (10 Maximum Points)

- What research was conducted to determine plan of action (primary/secondary, quantitative/qualitative, anecdotal)?
- Why was the tactic selected?
- What was the plan of action – goal(s), measurable objectives, strategy, target audience, timeline and budget?
- Did messages relate to objectives?
- Is content substantive, understandable, consistent and appropriate for the stated audience?
- How did tactic fit into a broader public relations strategy?

Creative/Quality (10 Maximum Points)

- What is creative about the tactic?
- Is production quality superior, based on budget and scope of the project?

Technical Execution (5 Maximum Points)

- How was the tactic implemented to achieve program goals?

Assessment/Results (10 Maximum Points)

- Did entry achieve results stated in measurable objectives?

- What method(s) were used to assess results?
- How did the entry impact the success of a broader or ongoing program?
- What was the outcome as a result of the tactic?
- How did the organization and target audience benefit?
- Are there other indicators of success of the tactic, quantitative or qualitative, in meeting objectives?

About Judging the Awards:

Entries are judged by two or more PR professionals from another chapter. At the judges' discretion, there may be multiple awards, or none at all, given in each category. If the scores vary by 10 points or more, the entry will be judged by a third judge, and the lowest score will be discarded.

- For each Program category, there can be only one Worthy Award, one Award of Excellence and one Award of Achievement.
- The Worthy Award will go to the entry with the highest average score in each category with at least 35 points.
- The Award of Excellence will go to the entry with the highest average score in each category with at least 35 points.
- The Award of Achievement will go to the entry with the next-highest average score in each category. At least 30 points must be awarded.
- The Award of Achievement will go to the entry with the third-highest average score in each category. At least 25 points must be awarded.
- If the scores of two or more entries in a tactic category tie, a third judge will score the entries. The entry with the highest average score will be named the winner.
- If no entry receives the minimum points for an award level, no award will be given; for example, if the highest score in a Tactic category is 34 points, there will be no Worthy Award in that Tactic category.