

## **Totem Award Categories**

### **I. Public Relations Components (Categories A through J)**

Each entry must include an entry summary of no more than 2 typed pages, at 10-pt type or larger (entries with summaries longer than 2 pages will be disqualified) and supporting materials. Be sure to include these elements:

- Research/Planning— situation and research.
- Implementation/Execution— budget, challenges/solutions, evidence of strong project management and quality of piece.
- Evaluation/Effectiveness— whether objective was met, use of resources, quantifiable results.

#### **A. Writing**

An original single article, speech or series.

(Note: for news writing, see Category I.)

A-1 Scripts

A1-a Audio

A1-b Video/Film

A-2 Technical Writing

A-3 Speech Writing (submit final in author's name)

A-4 Feature Writing

A-5 Editorials/Op-Ed Columns

A-6 Public Service Announcements

#### **B. Internal Publications**

For periodicals, submit three consecutive issues. (Note: for “E-Zines” see Category F.)

B-1 Magazines

B1-a One to Two Colors

B1-b Three or More Colors

B-2 Newsletters

B2-a One to Two Colors

B2-b Three or More Colors

B-3 Handbooks/Manuals

#### **C. External Publications**

For periodicals, submit three consecutive issues. (Please note that “E-Zines” are under Category F, Emerging Technologies.)

C-1 Magazines

C1-a One to Two Colors

C1-b Three or More Colors

C-2 Newsletters

C2-a One to Two Colors

C2-b Three or More Colors

## **D. Special publications**

One-time components published for a special audience (other than media), event, or purpose.

- D-1 Brochures
- D-2 Direct Mail
- D-3 Advertising
  - D3-a Print
  - D3-b TV (submit on ½" VHS)
  - D3-c Radio (submit CD/DVD and script)
- D-4 Posters
- D-5 Books

## **E. Visual Presentations**

Video, slide, and film entries must be converted to a ½" VHS format.

- E-1 Videos
- E-2 Slide or Microsoft PowerPoint Presentations

## **F. Emerging Technologies**

Web sites for internal or external use. (Web) blogs and all other internet-based communications are accepted.

- F-1 Internet (submit URL and sample screen shots)
- F-2 Intranet (submit screen shots and appropriate links)
- F-3 "E-Zines"/Other On-line Publications

## **G. Multicultural Communications**

Any periodical, brochure, promotional flyer, newsletter, video presentation, or public service announcement for non-native audience.

## **H. Annual Reports**

For external or internal audiences reporting on the previous year's activities.

- H-1 For Profit
- H-2 Non-Profit

## **I. Media Relations Components**

- I-1 News Releases (print)
  - I1-a Consumer Media
  - I1-b Trade Media
  - I1-c Business/Financial Media
- I-2 Bylined Articles
  - I2-a Consumer Media
  - I2-b Trade Media
  - I2-c Business/Financial Media
- I-3 Media Kits
- I-4 Video News Releases (submit ½" VHS)
- I-5 Audio News Releases (submit CD/DVD)

- I-6 Public Service Announcements
  - I6-a TV (submit ½" VHS and script)
  - I6-b Radio (submit CD/DVD and script)
  - I6-c Print (with script)

### **J. Communications Audits**

To evaluate the effectiveness of communications among internal and/or external audiences.

## **II. Public Relations Programs (Categories K through X)**

Each entry must include an entry summary of no more than 2 typed pages, at 10-pt type or larger (entries with summaries longer than 2 pages will be disqualified) and supporting materials. Be sure to include these elements:

- Research/Planning—situation and research.
- Implementation/Execution—budget, challenges/solutions, evidence of strong project management and quality of piece.
- Evaluation/Effectiveness—whether objective was met, use of resources, quantifiable results.

### **K. Community Relations**

To enhance relationships, improve cooperation, and advance an objective in a community. "Community" in this category refers to a specific geographic location or locations. (Campaigns designed to promote products should be entered in Marketing Consumer Products or Services.)

- K-1 Business/Manufacturing
- K-2 Business/Services
- K-3 Government
- K-4 Associations/Non-Profit Organizations

### **L. Institutional Programs**

To affect an organization's stature, reputation, or relationship(s) with its publics or key elements of its publics.

- L-1 Business/Manufacturing
- L-2 Business/Services
- L-3 Government
- L-4 Associations/Non-Profit Organizations

### **M. Special Events and Observances (7 or fewer days)**

To observe/promote commemorations, openings, national or local observances, celebrations, and other events that ran 7 days or less.

- M-1 Business/Manufacturing; Products/Consumer Goods
- M-2 Business/Services
- M-3 Government
- M-4 Associations/Non-Profit Organizations

## **N. Special Events and Observances (8 or more days)**

To observe commemorations, openings, national or local observances, celebrations, etc. that ran 8 days or more.

N-1 Business/Manufacturing; Products/Consumer Goods

N-2 Business/Services

N-3 Government

N-4 Associations/Non-Profit Organizations

## **O. Public Service**

To advance public understanding of a social issue, problem, or concern where the principal motivation of the sponsoring organization is altruistic or philanthropic. (Includes PSAs if they are the essence of the program. Stand-alone PSAs can be entered in Media Relations Components.)

O-1 Business

O-2 Government

O-3 Associations/Non-Profit Organizations

O-4 Partnerships (funded jointly by businesses and other organizations, including non-profit, government)

## **P. Public Affairs**

To influence public policy and/or affect legislation, regulations, political activities or candidacies at the local, state, or federal government level, so that it benefits the entity funding the program.

P-1 Business

P-2 Business/Services

P-3 Associations/Non-Profit Organizations

## **Q. Marketing Communications—Consumer Products**

To publicize or promote new or established products.

Q-1 Healthcare Products

Q-2 Technology Products

Q-3 Food and Beverage Products (packaged items)

Q-4 Other Packaged Goods (i.e. socks, batteries)

Q-5 Non-packaged Goods

Q-6 Other Products

## **R. Marketing Communications—Consumer Services**

To publicize or promote new or established services.

R-1 Travel and Tourism/Hospitality Services

R-2 Healthcare Services

R-3 Technology Services

R-4 Financial Services and Products

R-5 Other Services

**S. Marketing Communications—Business to Business**

To publicize or promote new or established products, services or ideas to a business audience.

S-1 Professional and/or Financial Services

S-2 Products

S-3 Other

**T. Global Public Relations**

Any type of program designed to improve relations with countries or publics outside of the US.

**U. Crisis Communications**

To deal with or prepare for disasters, crises, or emergencies. Can be business, government, or association/non-profit.

**V. Internal Communications**

To promote internal efficiency through communications or to affect relations with employees.

**W. Investor Relations**

To improve relations with shareholders, advisors, and financial investors.

**X. Multicultural Public Relations**

To specifically target cultural groups (any type of program, i.e. institutional, marketing, or community relations).