

# 2010 Totem Awards 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-point 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.

Note that "E-Zines" see Category F

- 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
- F-4 Social Media (Facebook, Twitter, YouTube, etc.)

### **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-point 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).

### **The best of the best...**

Think you've got the goods to be the best of the best? Entrants may also be eligible for the following awards:

#### **Best of Show Award**

The Best of Show winner, chosen by the PRSA chapter judging the Totem Awards, is drawn from a field of top entries submitted in the Public Relations Programs categories K through X. The winner's entry fee for the national PRSA Silver Anvil Awards is paid by the PRSA Puget Sound Chapter—a value of up to \$325!

#### **Young Professional Award**

The Young Professional Award, selected by the PRSA chapter judging the Totem Awards, is given to a professional with three or fewer years of experience whose performance has taken him or her to the highest level of professionalism on an entry submitted in the Public Relations Programs categories K through X. All young professionals are eligible for this award providing they were the lead person on the project submitted. Please note your young professional eligibility on your entry form.

#### **People's Choice Award**

The People's Choice Award, which will be selected from a field of three finalists by attendees of the Totem Awards banquet. The award will honor the public relations campaign that excels in creativity despite having limited resources (such as time, budget or staff.) Was your deadline pushed up by a client, causing you to re-work your whole campaign and still pull it off successfully? Did your campaign garner six-course results on a fast food budget? Or was your successful campaign for that multi-million dollar corporation completed solely by you? If you believe that your campaign qualifies for this award, please include an explanation as to why you are eligible in 25 words or less, along with your binder, and note your application on your entry form.