

Division A

Public Relations Programs – A public relations program is defined as a broad-based communications endeavor using two or more public relations tools.

1A. Community Relations – any program that improves the organization’s image in the community through support of charitable or service activities. The program can be limited to specific segments of the community and usually is aimed at improving specific aspects of community life. Basically, this includes community “good neighbor” or community betterment programs.

2A. Public Service – any program developed to inform about issues of public concern. These programs often deal with larger issues that require public knowledge and action. Public service programs usually are aimed at educating the public and solving public problems.

3A. Institutional – any program that creates a public image for the organization. Typically designed to generate support for and awareness of the organization’s mission, values, programs, plans or activities.

4A. Public Information – any program developed solely to inform or influence target audiences through use of the news media. This could include news conferences, special tours or informational programs.

5A. Crisis Communication – any program developed to handle a disaster or emergency situation. Show potential effects of the problem, as well as plans, materials and budgets allocated to develop, implement and evaluate the effectiveness of the plan.

6A. Internal – any program developed to communicate with internal publics such as employees, shareholders, association members, etc.

7A. Promotional/Marketing – any program developed to promote, publicize, introduce or create an identity for a specific product, service or idea. These programs are generally developed within a marketing framework and often include a purchase or user acceptance of a specific product or service among their objectives.

8A. Public Affairs – any program directed toward government action or activities such as legislative activities, political campaigns, government affairs or relations with public bodies or regulatory agencies. In the broadest sense, this category includes everything meant by “lobbying” plus direct political activities.

9A. Integrated Marketing – any program incorporating public relations strategies and tactics as part of an integrated campaign and demonstrating effective integration with other marketing/communication disciplines.

10A. Reputation Management – any program or strategy developed to enhance or improve the reputation of an organization with its publics, either proactively or in response to an issue or event.

11A. Special Events – any program developed to commemorate a special event, observance or one-time activity. These could include anniversary celebrations, open houses, dedications or parties and receptions.

12A. Other – any program that is not included in the above-listed categories.

Division B

Printed Tools of Public Relations – A printed tool is any printed material used for a public relations purpose, either standing alone or as part of a public relations program. It includes written material and specialty items. In the case of regularly produced printed materials, such as newsletters or magazines, one to three issues should be included in the support material.

1B. Annual Report – internal and external reports are included in this category.

2B. Brochure – any folded or bound publication produced for a single specific purpose.

3B. Magazine – any periodical or regular publication, which may include articles of one page in length or longer. Publication is usually 8.5" x 11" and 16 or more pages in length.

4B. Newsletter – any regular publication that normally carries brief articles less than one page in length. Publication is typically less than 16 pages.

5B. Poster and Calendar – any poster or calendar used to achieve a public relations objective.

6B. News Release – any document prepared and released to the media as a news item, article or feature story on behalf of a sponsoring person or organization.

7B. Specialty Item – any gift, premium, novelty or physical token used to convey an impression, make a point, establish an image or achieve a public relations objective. Submit a photograph to represent perishable items.

8B. Other – any printed public relations tool that does not fit into the above-listed categories.

Division C

Digital Tools of Public Relations – This division includes any online, audio or audio/visual presentation or program that serves a public relations objective. Audio, video or electronic presentations should be submitted with a copy of the script or storyboard, if available.

1C. Online Audience Engagement – two-way communication that engages audiences and invite conversation with a program or brand such as blogging or micro blogging through social media platforms including Facebook, Twitter, LinkedIn etc.

2C. Online Promotion – edited, finished-product display tools such as: social media news releases, online media kits, email marketing and e-promotions

3C. Online Newsletter – any online newsletter that is produced, published and sent electronically on a regular basis

4C. Video – Internal – any video that presents information to an organization’s internal audience. Examples include orientation programs, meeting openers, news shows, etc.

5C. Video – Public Service – any video which is presented to inform or educate an organization’s external audiences on all issues of public concern.

6C. Video – Institutional– any video used to support the public image of an organization. This tool typically is designed to generate awareness and support of the organization’s mission, values, programs, plans or activities.

7C. Video – Promotional/Marketing – any video shown to promote, publicize, introduce or create an identity for a specific product, service or idea. These tools generally are developed within a marketing framework and often include a purchase or user acceptance of a specific product or service among their objectives.

8C. Video News Release – any video prepared and released to the media as a news item, article or feature story on behalf of a sponsoring organization.

9C. Website – any external or internal website created to achieve a public relations objective.

10C. Other – any digital tool that is not included in the above-listed categories.

Division D

Student Projects in Public Relations – This division is restricted to entries submitted by full- or part-time students enrolled at an accredited Florida university or college. Student projects in public relations include printed material and campaigns created for a public relations purpose, whether assigned for a course or completed outside the classroom. A photocopy of the entrant's valid student ID must be attached to the entry from.

1D. Written Speech – the typewritten or printed text of a speech given to achieve a public relations objective or assignment. Entry must include a one-sentence statement of purpose and indicate the intended audience. Limited to 500-750 words.

2D. News Releases – any document prepared and released to the media such as a news article or feature story on behalf of a sponsoring person or organization.

3D. Public Service Announcement – any spot one minute or less in length designed for video or audio presentation that is presented to inform or educate an organization's external audiences on an issue or event. Script must be included.

4D. Position Paper – any written paper designed to inform or influence a targeted audience on a specific topic or issue. Limited to 250-300 words.

5D. Public Relations Campaign – any broad-based communications endeavor that uses two or more public relations tools. Campaigns can improve or create an organization's image, inform the public on issues of concern, handle disaster situations or communicate with internal audiences. Entry should include statement of purpose and audiences.

6D. Digital Communication – any audio, video or other electronic tool used to achieve a public relations objective. Can include e-mail, website, PowerPoint, etc.