

# AWARD CATEGORIES AND DESCRIPTIONS

Overall timing: *October 1, 2018 through September 30, 2019*

## CAMPAIGNS

### DIGITAL CAMPAIGN

Programs hosted, and activated, through the combination of online and mobile tools to provide an engaging user experience that inspires target audiences to take action, on behalf the brand, online.

### SOCIAL MEDIA CAMPAIGN

Programs activated through current or emerging social channels to bolster community growth and engagement, increase levels of conversation and build equity behind the brand's social media presence.

### REPUTATION MANAGEMENT

*(previously community relations / public service)*

Program designed to positively impact the public's perception of a brand or company to ultimately drive increased awareness, interest in products/offering or heightened engagement.

### 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. Campaigns should be entered based upon the following levels:

- Local / regional media
- Trade media
- National media

### INFLUENCER RELATIONS

Programs centered on partnerships with industry influencers, such as (but not limited to) bloggers, to increase awareness of a brand, product or event with target audiences.

### CRISIS COMMUNICATIONS

Programs developed to help an organization effectively communicate with audiences including the media, consumers and investors (among others) during an event, crisis or emergency situation.

### INTERNAL COMMUNICATIONS

Internal programs designed and implemented to enhance an organization's relations with its employees, their families and retirees.

### NEW PRODUCTS & SERVICES COMMUNICATIONS

*(previously marketing communications)*

Programs developed to publicize and promote new or existing services, ideas or products that ultimately increase the visibility of an organization in a positive manner.

### REGULATED COMMUNICATIONS

*(previously Investor Relations and / or Public Affairs)*

Programs designed to impact donors, grants, stakeholders, investors and other influencers as part of an organization's operations.

### B2B CAMPAIGN

Programs created to support an organization's efforts to communicate with other businesses to drive increased visibility, preference and engagement with the brand.

### CONTENT MARKETING CAMPAIGN

Programs designed to leverage the impact of original content to drive brand engagement through traditional, digital and multimedia content across communications channels.

### EVENTS

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

### INTEGRATED MARKETING CAMPAIGN

Programs that leverage communications efforts across all channels including (but not limited to) digital (website, email) search, social media, media relations, content creation and media planning and buying to successfully announce support a campaign, program or product. Please note submissions in this category must include an original video.

### NEW: STUDENT CAMPAIGN

A new entry for college students to submit a campaign they worked on in school as part of a class project or on-campus agency. Note that membership in PRSSA is not a requirement.

## TACTICS

### WRITTEN CONTENT

Organizations that have developed and published original content should enter here based upon the following specifications:

#### Short Form Content

- Blog posts  
*(single or series)*
- Op-Eds or guest articles contributed to an external publication  
*(single or series)*
- Press release  
*(single or series of related content)*
- Social Content  
*(single post or content calendar for a specific period of time)*

#### Medium Form Content

- Presentation or speech
- Employee communications  
*(content for an internal newsletter, copy for an intranet system)*
- Posters, brochures and pamphlets

#### Long Form Content (*more than 3,000 words*)

- Bylines
- Case studies  
*(entries must include the full case study including copy, supporting images / videos)*
- White papers

### MULTIMEDIA CONTENT

Organizations that have developed and published multimedia content leveraging photo and video storytelling should enter content based upon the following mediums:

- Podcasts / Audio
- Video – Social  
*(Vines, Instagram)*
- Video – Full length
- Photography

### PROMOTIONAL CONTENT

Organizations that have developed and published promotional content supporting an event, initiative or organization announcement should enter content based upon the following mediums:

- Promotional campaigns  
*(giveaways, sales, special discounts / offerings)*
- Media Kit
- Social advertising
- Native advertising

### MEASUREMENT AND REPORTING

Organizations that develop and execute ongoing monitoring, analysis and reporting are encouraged to submit content here based upon the following specifications:

- Ongoing monitoring reports  
*(distributed on a weekly, monthly or quarterly basis)*
- Trend reports  
*(tailored to industry and distributed on a weekly, monthly or quarterly basis)*
- Analytics and observations reports  
*(distributed on a weekly, monthly or quarterly basis)*

### ANNUAL REPORT

Annual reports, created on behalf of an organization, including the overall report, design and writing credits for the team involved in its creation and publishing.

## INDIVIDUAL / ORGANIZATION AWARDS

### RENAISSANCE HALL OF FAME AWARD

The Renaissance Hall of Fame Award salutes a senior public relations professional who has made significant and lasting contributions to the advancement of public relations in the Pittsburgh region. The Hall of Fame Award is chosen by members of PRSA Pittsburgh. Hall of Fame candidates should have at least 20 years of public relations experience.

### RENAISSANCE COMMUNICATOR OF THE YEAR

Honors a practitioner for excellence in communications with special attention paid to achievements. The Renaissance Communicator of the Year must be an active practitioner and is selected from the nominations submitted by the Pittsburgh public relations community, with the final chosen by members of PRSA/Pittsburgh.

### RENAISSANCE RISING STAR

Distinguishes a young professional for outstanding potential in the public relations field. The Renaissance Rising Star is selected from nominations submitted by the Pittsburgh public relations community and is chosen by members of PRSA Pittsburgh. Renaissance Rising Star nominees should have less than five years of public relations experience.

### RENAISSANCE PR TEAM OF THE YEAR

*(previously Agency of the Year and / or Communications Department of the Year)*

This award honors a public relations and / or marketing communications team with special attention paid to achievements. Eligible entrants include agency PR teams, in-house teams or communications team at not-for-profit organizations. The Renaissance PR Team of the Year is selected from nominations submitted by the Pittsburgh public relations community and is chosen by members of PRSA Pittsburgh.

### PR ENTREPRENEUR OF THE YEAR

Focusing on independent PR professionals, or entrepreneurs building their businesses in the Pittsburgh region, that are leveraging public relations as a core facet of their external communications strategy. The PR Entrepreneur of the Year is selected from nominations submitted by the Pittsburgh public relations community and is chosen by members of PRSA Pittsburgh.

### PRSSA CHAPTER OF THE YEAR

This award honors a local Public Relations Student Society of America (PRSSA) chapter, at a credentialed university within three hours of driving distance to Pittsburgh, for their vested interest, enthusiasm and commitment to be a student of PR. The PRSSA Chapter of the Year is selected from nominations submitted by the Pittsburgh public relations community and is chosen by members of PRSA Pittsburgh.

### PR DISRUPTION AWARD

Identifying and honoring a PR team, practitioner or campaign (developed and executed in the Pittsburgh market) that challenges the industry's status quo. Entries in this category should focus on shifting perception, mindset or reputation of a specific entity in a way that is new to the industry. The PR Disruption Award is selected from nominations submitted by the Pittsburgh public relations community and is chosen by members of PRSA Pittsburgh.

### PRSA MEMBER OF THE YEAR

Honors a current member of PRSA Pittsburgh's membership based upon their contributions to the profession, to the chapter and to the public relations field overall. The PRSA Member of the Year is selected from the nominations submitted by the Pittsburgh public relations community and is chosen by members of PRSA Pittsburgh.

### BOB O'GARA STUDENT SCHOLARSHIP

Pittsburgh-area undergraduate students pursuing careers in public relations are honored for demonstrating the highest academic performance, understanding of public relations practices and commitment to the public relations profession, leadership and citizenship. Students submit academic records, personal essay, transcript and letter of endorsement for the opportunity to receive a \$2,000 scholarship from PRSA Pittsburgh. **Note that membership in PRSSA is not a requirement.**

Other eligibility terms include:

- Students must have at least one semester of full-time school remaining in their undergraduate degree.
- Students must be currently enrolled and fully matriculated in an accredited four-year college or university in the Western Pennsylvania area.
- Students must have at least one semester of full-time school remaining in their undergraduate degree.