PARTHENON AWARDS

CALL for ENTRIES

CATEGORIES

PROGRAM CATEGORIES

A. Public Relations Campaigns
Complete public relations campaigns that have demonstrated success in reaching distinct multiple audiences over a six-month to one-year period.

B. Community Relations
Programs that seek to win the support or cooperation of, or that aim to improve relations with, 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.

C. Investor Relations
Programs directed to shareholders, other investors and the investment community.

D. Media Relations
Programs designed to penetrate the print and electronic media with your organization's message.

E. Internal Communications
Programs targeted specifically to special audiences directly allied with an organization (for example, employees, members, affiliated dealers or franchisees).

F. Global Communications
Any type of program sponsored by a U. S. company or a company with a U. S. presence that demonstrates effective global communications in two or more countries.

G. Public Service
Programs that advance public understanding of a societal issue, problem or concern.

H. Nonprofit Communications
Programs designed to advance the communications mission of a nonprofit organization.
1. By Nonprofit
2. By For-profit

I. Pro Bono
Services done for the public good without any compensation.

J. Crisis Communications
Programs undertaken to deal with an event that has had or may have an extraordinary impact.

K. Public Affairs
Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities, or candidacies, so that the entity funding the program benefits.

L. Multicultural Communications
Any program specifically targeted to a cultural group.

M. Integrated Communications
A program that exemplifies creative and effective integration of traditional public relations tactics with at least one other marketing communications tool, such as advertising. Evidence should be provided of integration of strategies, budget and evaluation.

N. Reputation/Brand Management
Programs designed to enhance, promote or improve 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.

O. Marketing Consumer Products and Services
Programs designed to introduce new or promote existing products or services to a consumer audience.

P. Special Events
Events may be commemorations, observances, openings, celebrations or other activities.

Q. Development/Fundraising
A public relations program that supports an outstanding fundraising plan.

R. New Media
A program solely-based on online and/or digital media designed to reach specific audiences.

PROJECT CATEGORIES

A. Annual Reports
Publications that report on an organization's annual performance.
1. By Nonprofit
2. By For-Profit

B. Newsletters
Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit two consecutive issues of quarterly publications or three consecutive issues of monthly publications.
1. Up to Two Colors
2. Three Colors or More
3. Electronic

C. Magazines
Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically are differentiated from newsletters by the number of pages and length of articles. Submit three consecutive issues or both issues of semi-annual publications.

D. Brochures and Booklets
Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue.

E. Posters, Displays or Exhibits
Any poster, display or exhibit may be entered. Entries must be mounted, folded or photographed to fit into the $8\frac{1}{2}$-by-11-inch three-ring binder format required for entries.

F. Media Relations
1. Media Kits/Press Kits
2. News Conferences – An event to announce a product, service, event, change in organization.

3. Media Tours – A single in-person media tour to journalists, industry analysts, or other influencers.
4. Media Placement – A media placement that best represents the goals and objectives of a public relations campaign.

G. Direct Mail
Communications designed to solicit a specific, immediate response by the target audience.

H. Special Purpose Publications
Single-issue publications designed for a special purpose.
1. Invitation
2. Book
3. Magazine

I. Writing
Submit text as well as documentation of article / publication.
1. News Writing
2. Feature Writing
3. Editorial Writing
4. Bylined Article – Written under the name of someone else, e.g. client.
5. Technical Writing – Documents or editorial written to define and/or explain a technical product or service to a target audience.
6. Speeches/Scripts – A single speech in which an individual had sole responsibility for research and writing. Judged on content and ability to achieve desired purpose. Include text of speech.
7. News Releases – A timely news announcement sent to media sources. The release should have been used by an external publication in its original format or to develop a story. Include the news release and documentation of publication.

J. Advertorial
Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Include text and documentation of publication.

K. Audiovisual
This category includes any video or audio presentations. All entries must be submitted on DVD or CD. Summaries must include documentation of results.
1. Video News Release
2. Radio Public Service Announcement
3. Television Public Service Announcement
4. Video Program
5. Audio Program

L. New Media
New, creative or unconventional use of technology in a public relations program. This usage may be in the implementation, evaluation or initial research phase of the program. Include any domain names, as appropriate.
1. Websites – Marketing/external communications
2. Websites – Intranets/internal communications
3. Social Networks – Use of Facebook, Twitter or other social networks to connect with audiences. Include rationale for social media strategy, audiences, statistics or other means of quantifiable measurement to support objectives, as well as URLs for the respective networks.

4. Blogs – Web-based blogs that communicate a corporate, public service or industry position. Include rationale for blogging strategy, target audiences, and statistics or other means of quantifiable measurement to support objectives. Screenshots of the blog, as well as site URL, must be submitted as part of the entry.

5. Podcasts – Audio programs produced solely as podcasts or downloadable for play on MP3 players.
Include rationale for podcasting strategy, statistics or other means of quantifiable measurement to support objectives, as well as a copy of the actual podcast on an audio CD.

6. Mobile Apps – An application specifically designed for use on a smartphone. Include rationale for developing the app, target audience, user statistics or other means of quantifiable measurement to support objectives, as well as screenshots of the app.

7. Search Engine Optimization (SEO): Implementation
of strategy, explanation of execution and results.

M. Research
Enter research that provides a meaningful contribution to an organization's public relations program. Sample of the research methodology and results should be included.

N. Pitch Material
Creative materials compiled to "pitch" an organization, concept or program.

O. Photography/Illustrations

P. Potpourri: Tactics and Approaches
Unusual programs, unconventional creative tactic or approach used as part of a public relations program or campaigns that don't fit into any other categories.

Q. Student Entries
Students may enter items in any category.