

## PROGRAMS (CAMPAIGNS) CATEGORIES

### **1. Community Relations**

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, 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.

### **2. Public Service**

Includes programs that advance public understanding of societal issues, problems or concerns.

### **3. Internal Communications Campaign**

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

### **4. Marketing to the Consumer**

Includes programs designed to introduce new products or promote existing products to a consumer audience. May be public relations centric, completely online using social media outlets, or fully integrated communications campaigns.

### **5. Marketing to Businesses**

Includes programs designed to introduce new services or promote existing products or services to a business audience. May be public relations centric, completely online using social media outlets, or fully integrated communications campaigns.

### **6. Crisis Communications**

Includes programs undertaken to deal with an unplanned event/issue that required immediate action.

## PALM AWARD CATEGORIES AND DESCRIPTIONS

### **7. Reputation/Brand Management**

Creating, sustaining, correcting and aligning the reputation of an organization, business or party/person of interest. either proactively or in response to an issue, event or market occurrence. Open to Associations, Government, nonprofits, and for-profit businesses.

### **8. Social Responsibility Campaign**

Open to business and nonprofits that demonstrate a campaign for the greater good.

### **9. Multicultural Campaign**

For any type of program, such as institutional, marketing and community relations, specifically targeted to cultural or gender diverse communities.

### **10. Public Affairs/Government Relations**

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies at any government levels so that the entity funding the program benefits.

### **11. Investor Relations**

Includes programs directed to shareowners, other investors and the investment community.

### **12. Special Events and Observances (One day)**

Includes programs or events scheduled for one day or less. Events may include commemorations, observances, openings, celebrations or other special activities.

### **13. Special Events and Observances Two or More Days**

Includes programs or events that take place a minimum of two days. Events may include yearlong anniversary, or activities (commemorations, observances, celebrations, etc.).

## PROJECTS (TACTICAL) CATEGORIES

### **14. Media Relations**

Tactics, programs and events driven entirely by media relations. Submit media releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage.

Television and radio coverage should be submitted via a Dropbox link or URL link.

### **15. Annual Reports**

Publications that report on an organization's annual performance. Submit one copy of the publication, along with a one-page summary. Submit the one-page summary with a link to the digital annual report. (Note 10MB limit on document submissions.)

### **16. Magazines/Periodicals**

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Submit three consecutive issues along with the one-page summary. PDFs of the magazines can be submitted via Dropbox link or URL link. (Note 10MB limit on document submissions.)

### **17. Newsletters**

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues, along with a one-page summary. For digital newsletters, submit the one-page summary with links to each newsletter.

### **18. Writing**

## PALM AWARD CATEGORIES AND DESCRIPTIONS

Feature articles, hard news, columns, or speeches that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of writing, as well as documentation of publication, if applicable. The one-page summary should include target audience, measurable objectives and any documented results.

### **19. Media Kits**

News releases, photographs and other background information compiled for an organization, product or issue, and provided to media members. Submit one copy of the press information package along with the one-page summary. For Digital Press Kits/Media Kits, submit the one-page summary with links to the digital press kit/media kit. If webpage for Media, submit link— Media Page must be exclusively for the Media.

### **20. Brochures**

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication, along with the one- page summary. For digital brochures, submit the one-page summary with a link to the digital brochure.

### **21. Videos/Webcasts**

Video distributed online to inform target audiences of an event, product, service, issue or organization. The one-page summary should include usage statistics or other means of quantified measurement to support objectives. Add YouTube link to summary page.

### **22. Websites**

Use of a website as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

### **23. Social Media**

## PALM AWARD CATEGORIES AND DESCRIPTIONS

Use of social media, including Facebook, Twitter, LinkedIn, Google+, Pinterest, etc. as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

### **24. Blogs**

Web-based journals, or blogs, that communicated either a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen shots or site URL must be submitted as part of the entry.

SEE INSTRUCTIONS FOR SUBMISSION AND PAYMENT IN SEPARATE DOCUMENTS UNDER RESOURCES.

SAVE THE DATE

PALM AWARDS LUNCHEON

THURSDAY, FEBRUARY 28, 2019