

PRSA Chicago Skyline Awards 2020 Call for Entries: CATEGORY LISTING

This is a SUMMARY document only of all Skyline Award types and categories. Please see the online entry site at <https://prsachicago.secure-platform.com/a/solicitations/5/home> for complete entry guidelines.

DEFINITIONS

Use the following definitions to help you decide the most appropriate category and subcategory based on your program's objectives and audiences.

- **Business-Products and Business-Services:**
These subcategories include all profit-making entities. A company that derives half or more of its sales from manufacturing products should enter under "Products." A company that derives half or more of its revenues by providing services (such as banks, utilities, retailers and transportation companies) should enter under "Services."
- **Government:**
This subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels — including the armed forces, regulatory bodies, courts, public schools and state universities.
- **Association:**
This subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.
- **Nonprofit:**
This subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories. It is not intended for organizations that may have nonprofit status but are clearly business organizations. Programs receiving funding or support from private or government organizations should be entered in those subcategories or "Partnerships."

PROFESSIONAL AWARDS

Open to all PR professionals, including those who work at a PR firm, corporation, nonprofit, trade group, or any other non-PR-agency entity. Honor a professional you respect, and whose work has made a difference for Chicagoland's public relations industry, by nominating him or her for a PRSA Chicago Individual Award:

Professional of the Year

This award honors the accomplishments of one exceptional public relations professional. It recognizes the professional achievements and activities that have advanced the profession and the practice of public relations during the duration of his or her career.

Young Professional of the Year

This award celebrates the accomplishments of a rising star in the public relations profession. It recognizes the spirit of the next generation of leaders and awards a young professional with six or fewer years of experience.

Diversity & Inclusion Champion of the Year

This award recognizes one exceptional individual who is a role model and champion of diversity and inclusion through both their present actions, as well as throughout their career.

Entry Guidelines

- A letter of recommendation explaining why the named person should be recognized.
- A resume or CV should be submitted to the Skylines Awards Judging Committee, via email at: skylines@prsachicago.com no later than 5 p.m. **Friday, March 13, 2020.**
- All entries should clearly specify the individual award for which they are submitting the nominee.

PROGRAM AWARD CATEGORIES

(In general, correlates to PRSA Silver Anvil Awards)

A program is characterized by a broad range of separate, yet consistent and related elements implemented over a period.

1. COMMUNITY RELATIONS

1A. Associations/Government/Nonprofit Organizations

1B. Business Products

1C. Business Services

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. CORPORATE BRANDING

2A. Associations/Government/Nonprofit Organizations

2B. Business Products

2C. Business Services

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.

3. CORPORATE SOCIAL RESPONSIBILITY

3A. Associations/Government/Nonprofit Organizations

3B. Associations/Government/Nonprofit Organizations

3C. Business Products

Program that enhances a corporate reputation and demonstrates a business approach to initiatives that positively impact society. Campaigns to highlight the positive impact that they have had delivering economic, social and environmental benefits to stakeholders.

4. CRISIS & ISSUES MANAGEMENT

Includes programs undertaken to deal with an unplanned event that required an immediate response or issues that could extraordinarily affect ongoing business strategy.

5. EVENTS AND OBSERVANCES

5A. More Than Seven Days

5AA. Associations/Government/Nonprofit Organizations

5AB. Business Products

5AC. Business Services

5B. Less Than Seven Days

5BA. Associations/Government/Nonprofit Organizations

5BB. Business Products

5BC. Business Services

Includes programs or events, such as commemorations, observances, openings, yearlong anniversaries, celebrations or other special activities. Events that took place for longer than a one-week period should be entered in "5A. More Than Seven Days" and events occurring within a time span of one week or less should be entered in "5B. Less Than Seven Days."

6. FINANCIAL COMMUNICATIONS

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

7. GLOBAL COMMUNICATIONS

Includes any type of program, such as Reputation/Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

8. INTEGRATED COMMUNICATIONS

8A. Associations/Government/Nonprofit Organizations

8B. Business to Business

8C. Consumer Products

8D. Consumer Services

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

9. INTERNAL COMMUNICATIONS

9A. Associations/Government/Nonprofit Organizations

9B. Business

9BA. Fewer Than 10,000 Employees

9BB. More Than 10,000 Employees

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

10. MULTICULTURAL MARKETING

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

11. PRODUCT BRAND DEVELOPMENT

11A. Business to Business

11B. Consumer Products

11C. Consumer Services

For any type of program that has achieved success in developing, reinvigorating or re-launching an established brand, B2B or consumer.

12. NEW PRODUCT LAUNCH

12A. Business to Business

12B. Consumer Products

12C. Consumer Services

Includes a program that demonstrated a successful launch of a new product that was effective, innovative and creative bringing new business, products or services to market.

13. PUBLIC AFFAIRS

13A. Associations/Government/Nonprofit Organizations

13B. Business

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

14. PUBLIC SERVICE

14A. Associations/Government/Nonprofit Organizations

14B. Business

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

15. BEST IN HEALTHCARE

15A. Associations/Government/Nonprofit Organizations

15B. Business

Includes programs that celebrate and honor those committed to improving healthcare for patients, employees, and physicians. Eligible programs should demonstrate they improved and/or raised awareness of patient experiences, healthcare employee engagement, and/or physician alignment and engagement.

16. BEST IN TECHNOLOGY

16A. Associations/Government/Nonprofit Organizations

16B. Business

Includes programs that celebrate technology, consumer electronics, telecommunication services and technology brand advancements of an organization or business.

PROJECT AWARD CATEGORIES

(In general, correlates to PRSA Bronze Anvil Awards)

A project is typically oriented to a single tactic, activity or event. The project should be a part of an overall public relations program or specific campaign.

17. BEST ANNUAL REPORT

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

18. BEST BRAND CONTENT

Innovative, unconventional, creative content used as part of a public relations program to promote a brand. Documentation of how the content specifically contributed to the measurable results of the campaign should be included in the one-page summary. (Photographic and/or video representation of any physical objects should be uploaded.)

19. BEST EARNED MEDIA RELATIONS

19A. Associations/Government/Nonprofit Organizations

19B. Business-To-Business

19C. Consumer Products

19D. Consumer Services

Tactics, programs and events where earned media relations was a critical driver of measurable success. Submit evidence of the resulting media coverage. Upload or provide YouTube/Vimeo links to any television or radio coverage.

20. BEST EXECUTIVE COMMUNICATIONS

Positioning of an executive at any level across earned, owned and shared platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media content, etc.

21. BEST INFLUENCER MARKETING

Influencer marketing focuses on individual(s) the audience sees as a trusted source of information and which can be differentiated far better than through advertising or content marketing. The one-page summary should include rationale for influencer outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as examples of the resulting influencer content as uploads and/or the actual site URLs.

22. BEST SPONSORSHIP ACTIVATION

Sponsorships represent the alignment of shared values and goals and can be profitable marketing opportunities for building harmonious partnerships. Activation requires a deep understanding of brand synergy to support how affiliations are formed and promoted to vetted demographics. Show how the activation leveraged investment.

23. BEST USE OF DATA/ANALYTICS

How did data and analytics provide a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic? Did you uncover hidden patterns, correlations or other insights to help make quicker and more efficient business decisions to gain a competitive edge? Sample of the methodology and findings of any research should be uploaded, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

24. BEST USE OF BROADCAST/FILM/VIDEO

Broadcast, film and/or video content created and distributed to engage target audiences about an event, product, service, issue or organization. The one-page summary should include background on the strategy and usage statistics or other means of quantified measurement to support stated objectives. Eligible entries should include a copy of the film program, VNR, ANR, SMT, b-roll, podcast or online footage.

25. BEST USE OF DIGITAL MARKETING

Did you launch a new website, newsroom, app or other digital platform? How was it launched and how much risk was involved in your marketing plan? What platforms were used? What value did the end user receive and how did it match goals?

26. BEST USE OF PRINT/ONLINE PUBLISHING

These awards are intended to recognize exceptional print and online mediums within the publishing landscape. Campaigns are open to print, digital or integrated marketing efforts that were designed to provide in-depth information about an organization or topic-- a pressroom, media room, press center or media center as a website, web page or site section that contains distributable information about a corporation or organization.

27. BEST USE OF SOCIAL MEDIA

Recognized social media strategies that drove outstanding results and awareness. Open to work on any social platforms, whether standalone or multi-channel efforts. The one-page summary should include background on the strategy and usage statistics or other means of quantified measurement to support stated objectives.

Have questions? Please contact:

The Skyline Awards Judging Committee
skylines@prsachicago.com