

Bulldog PRism Awards Categories—PROFESSIONAL

Tier One: Long Term Strategic Programs (7 months or longer)

1. PR Programs to include the following:

- 1a. Community Relations/Corporate/External Communication
- 1b. Public Service (where you have enlisted public support or action in the solution of the problems of general interest and concern)
- 1c. Public Affairs
- 1d. Employee/Internal Communication

2. Reputation and Brand Management Programs

3. Special Event Programs

4. Integrated Social Media Programs (using multiple platforms to convey a message or change a behavior)

5. Potpourri

Tier Two: Short Term Strategic Plans (0-6 months)

1. PR Plans to include the following:

- 1a. Community Relations/Corporate/External Communication
- 1b. Public Service (where you have enlisted public support or action in the solution of the problems of general interest and concern)
- 1c. Public Affairs
- 1d. Employee/Internal Communication

2. Special Event Programs

3. Integrated Social Media Programs (Using multiple platforms to convey a message or change a behavior)

4. Potpourri

Tier Three: Tactical Materials/Projects

1. Publications and Writing to include the following:

- 1a. Newsletters/Magazines
- 1b. Annual Reports
- 1c. Brochures
- 1d. Press Releases
- 1e. Editorials/Opinion Pieces
- 1f. Speeches
- 1g. Feature Stories
- 1h. Magazine/Newspaper Articles
- 1i. PowerPoint/Prezi Presentations
- 1j. Blogs

2. Organizational Identity to include the following:

- 2a. Logo and/or collateral pieces (letterhead, business card, etc.)
- 2b. Signage
- 2c. Graphics Standards Guides

Tier Three: Tactical Materials/Projects (continued)

3. Websites to include the following:

- 3a. External Websites
- 3b. Internal Websites and Intranets
- 3c. Apps developed for mobile devices

4. Electronic Communication/Social Media Activities (using only one platform to convey a message at a single time) **to include the following:**

- 4a. Facebook
- 4b. Twitter
- 4c. YouTube/Recorded Videos
- 4d. Flickr/Instagram
- 4e. Location-Based Services (such as Foursquare)
- 4f. Search Engine Optimization Posts
- 4g. Photos
- 4h. Billboards
- 4i. Audio/Podcasts/Radio
- 4j. Other Emerging Social Media Platforms

5. Potpourri – This category may include any item not covered by one of the above categories.