

Bulldog PRism Awards Categories—STUDENT

1. PR Plans and Programs to include the following:

- 1a. Employee/Internal Communication
- 1b. Public Service (where you have enlisted public support or action in the solution of problems of general interest and concern)
- 1c. Community Relations/Corporate/External Communication
- 1d. Integrated Social Media Campaigns (using multiple platforms to convey a message or change a behavior)
- 1e. Special Events

2. Publications/Writing to include the following:

- 2a. Newsletters
- 2b. Annual Reports
- 2c. Brochures
- 2d. Programs
- 2e. Press Releases
- 2f. Editorials
- 2g. Speeches
- 2h. Feature Stories
- 2i. Magazine/Newspaper Articles
- 2j. PowerPoint/Prezi Presentations
- 2k. Blogs
- 2l. Fliers

3. Organizational Identity to include the following:

- 3a. Logo and/or collateral pieces (letterhead, business card, etc.)
- 3b. Signage
- 3c. Graphics Standards Guide

4. Websites to include the following:

- 4a. External Websites
- 4b. Internal Websites and Intranets
- 4c. Apps developed for mobile devices

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

- 5a. Facebook
- 5b. Twitter
- 5c. YouTube/Recorded Videos
- 5d. Flickr/Instagram
- 5e. Location-Based Services (such as Foursquare)
- 5f. Search Engine Optimization Posts
- 5g. Photos
- 5h. Billboards
- 5i. Audio/Podcasts/Radio
- 5j. Other Emerging Social Media Platforms

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