



## **Introduction to the Icon Recognizing the Best In Public Relations Tactics**

For more than 45 years, the Bronze Anvil Awards have recognized outstanding public relations tactics — the individual items or components that contribute to the success of an overall program or campaign. These tactics — whether a media kit, annual report, newsletter, video program, public service announcement (PSA), speech, blog, smartphone application, website or use of social media — are the hardworking parts of any public relations program. The Bronze Anvils celebrate the best of the best in tactics through categories reflecting their growing scope, creativity and importance in strategic public relations.

Judging is performed across the United States by teams of PRSA members and others with expertise in the specific categories. Only one Bronze Anvil may be awarded in each of the 26 categories and various subcategories. There are no more than three runners-up in any category, and only programs meeting Bronze Anvil criteria will be selected. Runners-up receive the Bronze Anvil Award of Commendation. No awards are given in categories for which judges determine entries do not merit them.

The winners and runners-up (if selected) will be announced in late May/early June 2017, and posted online at [www.prsa.org](http://www.prsa.org).

### **At-A-Glance Index for PRSA 2017 Bronze Anvil Call for Entries**

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## **Bronze Anvil Entry Guidelines**

- All entries and entry materials must be submitted digitally online. Entrants are no longer required to submit physical entries.
- Tactics produced in part between Jan. 1– Dec. 31, 2016, are eligible. Tactics tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.
- Entrants may choose to enter their program into more than one category, provided that it applies to the specific criteria stated within each category. The simplest way to do this is to select the “Copy Submission” link from the “Review and Checkout” page of the first entry submitted. In deciding which category/categories are most appropriate, entrants should examine program objectives and target audiences. Judges will not move entries to better suited categories.

- **Basic Entry Information:** Entrants must select the category being entered, the title of the entry (each title must be unique or it will be renamed), name of the organization/client, name of the agency (if any) and a 100 word description of the program.
- **One-Page Summary:** A concise summary no longer than one page must be uploaded as a PDF. The one-page summary is the single most important component of the Bronze Anvil entry. Judges evaluate the tactic on four key areas —planning/content, creativity/quality, technical excellence and results. (Media relations categories are not judged on technical excellence.) Within these areas, the summary should include measurable objectives, target audiences, budget and any other specific information requested in the individual category. Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met, and how the entry impacted the success of a broader or ongoing program. The one-page summary should have no smaller than a 10-point typeface and one-inch margins.
- **Uploads:** Upload and supporting documents/back-up materials (as requested in each individual category, e.g., PDFs, videos, audio, video links, website URLs, etc.)
- **Images:** Upload up to three graphic images representative of your program. This image may be featured in a PRSA publication should the program be selected as a winner. We ask that the image meet the following requirements: Acceptable file formats include: jpg, tif, eps, native Illustrator, Photoshop or hi-res pdf files. As a general rule of thumb, the artwork should be at least 1,000 pixels or more in either width or height.
- All tactics must be submitted in English. Tactics produced in a language other than English must be translated. A copy of the original, as well as the translated version, must be submitted.
- By entering the Bronze Anvil program, all entrants confirm that their programs and entries comply with the ethical standards of the profession, as embodied in the PRSA Code of Ethics. Should your entry have an aspect of "ethics performance" that is both instructive and vital to your program, please include commentary of no more than four sentences. Should the judges find two entries equally deserving of a Bronze Anvil, they may use this statement to break the tie. If at any point PRSA becomes aware of any aspect of a submission that may not be in compliance with the Code, it may, at its sole discretion, take appropriate action.

## BRONZE ANVIL CATEGORIES

### 1. ADVERTORIALS\*

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Upload text of editorial matter and documentation of publication. The one-page summary should include target audience, measurable objectives and budget.

### 2. ANNUAL REPORTS

- 2A. Associations/Government/Nonprofit Organizations
- 2B. Business

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

### 3. BLOGGER CAMPAIGNS

A proactive outreach to the blogger community on behalf of a product, service or organization. The one-

page summary should include rationale for blogger outreach strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of (a) the outgoing messages and (b) the resulting blog entries either as uploads and/or the actual site URLs.

#### **4. 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 downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

#### **5. BROCHURES**

5A. Digital

5B. Print

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Upload a sample of one copy of the publication, along with the one-page summary.

#### **6. CREATIVE TACTICS**

6A. Associations/Government/Nonprofit Organizations

6B. Business to Business

6C. Consumer Products

6D. Consumer Services

Innovative, unconventional, creative tactics or approaches used as part of a public relations program. Documentation of how the tactic 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.)

#### **7. DIRECT MAIL/DIRECT RESPONSE**

Communications designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions by the target audience recipients resulting solely from the sponsor's communication should be detailed in the summary. Upload a sample of one copy of the publication along with a one-page summary.

#### **8. EDITORIALS/OP-ED COLUMNS\***

Opinion articles written as editorials, guest columns or letters to the editor. Submit text of article and documentation of publication. The one-page summary should outline measurable objectives, audience, results and budget.

#### **9. FEATURE STORIES\***

Feature articles that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of feature article, as well as documentation of publication and placement. The one-page summary should include target audience, measurable objectives and any documented results.

#### **10. MAGAZINES**

10A. External Audiences Primarily

10B. Internal Audiences Primarily

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. Upload samples of three consecutive issues along with the one-page summary.

## **11. MEDIA RELATIONS**

- 11A. Associations
- 11B. Business-To-Business
  - 11BA. Products
  - 11BB. Professional and/or Financial Services
  - 11BC. Other (Categories not elsewhere defined)
- 11C. Consumer Products
  - 11CA. Food & Beverage
  - 11CB. Health Care
  - 11CC. Non-Packaged Goods
  - 11CD. Packaged Goods
  - 11CE. Technology
  - 11CF. Other (Categories Not Elsewhere Defined)
- 11D. Consumer Services
  - 11DA. Financial Services
  - 11DB. Health Care Services
  - 11DC. Technology
  - 11DD. Travel and Tourism/Hospitality
  - 11DE. Other (Categories Not Elsewhere Defined)
- 11E. Government
- 11F. Nonprofit Organizations

Tactics, programs and events driven entirely by media relations. Submit press 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. Upload or provide YouTube/Vimeo links to any television or radio coverage. The Packaged Goods subcategory refers to traditional consumer products sold in packages, such as food products, pet products, household goods, toiletries, cosmetics, etc. The Non-Packaged Goods subcategory refers to consumer products, such as clothing, appliances, furniture, etc.

## **12. NEWSLETTERS**

- 12A. Digital
- 12B. Print

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Upload samples of three consecutive issues, along with a one-page summary.

## **13. ONLINE VIDEOS**

Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited video and one of any sound bites. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

## **14. PRESS CONFERENCES**

One-time events held specifically to announce news to target media about a product, service, issue or organization. A series of events or a multi-day effort does not belong in this category. The one-page summary should address logistics, execution and quantifiable measures that demonstrate how the press conference achieved its stated objectives.

## **15. PRESS KITS/MEDIA KITS**

News releases, photographs and other background information compiled for an organization, product or issue. Submit photographic and/or video representation of the press kit or media kit along with the one-page summary.

## **16. PUBLIC SERVICE ANNOUNCEMENTS**

Productions of one minute or less distributed as unpaid public service announcements. Single productions or a series addressing the same issue. Video, audio and print PSAs may be uploaded. For print PSAs, single ads or a series of ads addressing the same issue may be submitted but copies of the actual print PSA must be included in the entry. The summary should include documentation of results.

## **17. PUBLICATIONS**

17A. Books

17B. Single Issue Newsletters/Booklets/Calendars

Single-issue publications designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary.

## **18. RESEARCH/ EVALUATION**

Research that provides 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. 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.

## **19. SATELLITE MEDIA TOURS**

Live broadcasts offered to and aired by television stations to inform target audiences about an event, product, service or organization. Entries may consist of one or two uploads of the representative placements. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.

## **20. SMARTPHONE/TABLET APPLICATIONS**

Use of smartphone and/or tablet applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.

## **21. SOCIAL MEDIA**

21A. Associations/Government/Nonprofit Organizations

21B. Business to Business

21C. Consumer Products

21D. Consumer Services

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.

## **22. SPEECHES\***

Upload text of speech along with a one-page summary. Summary should include information about the audience, purpose of speech and any documented results against the stated objectives.

## **23. VIDEO PROGRAMS**

23A. External

23B. Internal

Video programs either directed primarily at external audiences or targeted toward internal audiences such as employees, members, etc. Entrants should upload programs as a reasonable representation. The summary should include documentation of results that support stated objectives.

## **24. WEBCASTS**

Media files distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary and upload or provide YouTube/Vimeo links of the webcast, as well as the actual site URL.

## **25. WEBSITES**

25A. External

25B. Internal/Intranets

25C. Online Media Room

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. Online media rooms should be for media only.

## **26. WORD-OF-MOUTH**

Tactics that get key audiences talking or provide an avenue for conversation through the use of different techniques, such as viral marketing, sampling programs, loyalty programs, etc.

**\* Entries in categories 1 – Advertorials, 8 – Editorials/Op-Ed Columns, 9 – Feature Stories and 22 – Speeches must be written in their entirety or substantively by the entrant, and not merely “pitched.”**

## **Entry Fees and Deadlines**

### **Early Deadline: Tuesday, March 7, 2017**

The regular entry fees of \$225 for PRSA members and \$325 for nonmembers will be charged for each entry submitted on or before the early deadline.

### **Final/Late Deadline: Tuesday, March 21, 2017**

Entries received after the early deadline will incur a \$100 late fee per entry and must be submitted no later than **March 21, 2017**.

**All entry fees are non-refundable.**

### **Need Help Preparing Your Entry?**

- View video highlights from the PRSA Professional Development workshop, “Anvil Thinking: The Route to Winning the Awards Your Work Deserves,” led by longtime Anvil judges and past recipients **Sherry Goldman**, president and founder, Goldman Communications Group and **Kelly Womer, ABC, APR**, vice president and partner, Linhart Public Relations. This video will show you how to prepare an Anvil entry that gets noticed by teaching you the secrets of success, including using research to develop clear objectives, creating a winning strategy and providing clear benchmarks for evaluation.
- Email us at [awards@prsa.org](mailto:awards@prsa.org). We will answer your questions or connect you with someone who can provide further guidance on preparing your Bronze Anvil entry.
- Join the Bronze Anvil conversation on Twitter: [#PRSANVIL](https://twitter.com/PRSANVIL)

**Entries become the property of PRSA. The decisions of the judges are final.**

**Interested in an award honoring your strategic approach?**

Consider applying to the [PRSA 2017 Silver Anvil Awards](#).