

2020 Copper Anvil Award Categories

CAMPAIGNS:

A campaign is characterized by a broad range of separate, although consistent and related elements implemented over time. A campaign can include several elements listed in Tactics (single item), as well as other collateral materials.

C1. Community Relations - Programs that improve or maintain an organization's relationship or image within the community in which it operates. Community refers to a specific geographic location.

C2. Corporate Social Responsibility - Programs that demonstrate consistency and agreement among an organization's values, vision, practices and performance to a wide range of constituencies.

C3. Crisis Communications - Programs that deal specifically with crisis situations, disasters or emergencies.

C4. Financial/Investor Relations - Programs that tell an organization's financial story and maintain favorable relations with its stockholders, financial analysts, local business community and/or the general public.

C5. Integrated Communications - Programs that employ effective integration across all communication efforts, including public relations, digital communications and/or marketing communications.

C6. Internal Communications - Programs that enhance an organization's relationship with its internal publics, such as employees, donors, volunteers, and consumers.

C7. External Communications - Programs that create awareness or influence behavior among external publics such as customers, stakeholders and general consumers.

C8. Digital/Social Media - Programs that utilize digital/social media as the primary source of outreach to generate awareness or influence behavior.

C9. Multicultural Communications - Any type of program targeted to specific audiences (such as women, minorities, youth, etc.).

C10. Public Affairs - Programs to create public awareness of an issue or to affect legislation, government regulations or political action.

C11. Reputation Management - Programs that uphold, transform or introduce an organization's image and profile to key constituencies.

C12. Special Events or Observances: One to Seven Days - An event or series of events that draws attention to a product, service or commemorative occasion.

C13. Special Events or Observances: More Than Seven Days - An event or series of events that draws attention to a product, service or commemorative occasion.

2020 Copper Anvil Award Categories - continued

TACTICS:

Tactics are characterized as individual items or components that contribute to the success of an overall program or campaign. Whether a media kit, annual report, newsletter, PSA, or speech, tactics are vital parts of any public relations program. These entries must adhere to the same requirements as Campaign submissions.

T1. Innovation & Technology

Creative applications of digital communication to a program, presentation, media pitch, employee communication or website, etc. Include screen shots and/or clearly defined URLs.

T2. Publications

T2a. Annual Report

T2b. Brochure

T2c. Direct Mail

T2d. Newsletter/Magazine, print

T2e. Newsletter/Magazine, electronic

T3. Publicity/Promotion

T3a. Media Kits

T3b. News Release

T3c. Public Service Announcement

T3d. Feature Story

T3e. Editorial/Op Ed

T3f. Other

T4. Special Events

T4a. News Conference

T4b. Groundbreaking/Grand Opening

T4c. Other

T5. Speeches/Scripts

ORGANIZATION



The organization categories are broken up by individual and teams.

01. Agency of the Year – Open for any agency with at least one PRSA Phoenix member. This award will showcase accomplishments for 2019.

02. Communications Team of the Year – This award will celebrate one team's (non-agency) accomplishments during the designated award time frame of January through December 2019.

03. Up and Comer Award – This award will celebrate a new Pro with 1-5 years in the PR and communications industry. This entry must be accompanied with a letter of recommendation.

JUDGES' AWARD:

The Judges' Award is the highest honor given by PRSA Phoenix. All award entries – campaigns and tactics – automatically qualify for the Judges' Award. The award will be presented to the campaign or tactic that the reciprocating judging chapter feels best defines public relations excellence.