ENTRY DEADLINE FEBRUARY 17, 2012

EASY TO USE ONLINE ENTRY FORM

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VOX Awards

PUBLIC RELATIONS SOCIETY OF AMERICA
MEMPHIS CHAPTER • SPRING 2012

2012 CATEGORIES

All entries must include detailed descriptions of the following criteria:

RESEARCH - The quality of the methods, including primary and secondary research used to identify the problem or opportunity and the application of research to strategic planning. (Review each category for specific word limitations)

PLANNING - Establishing objectives and audiences, and creatively developing strategies and techniques to meet the objectives outlined.

BUDGET - Effective use of budget will be considered.

EXECUTION - Implementation, materials, techniques to win support, success in confronting and adjusting to challenges and effective use of resources.

EVALUATION - Degree to which the entry met its objectives and efforts made to identify, analyze and quantify results.

CREATIVITY - This criteria is based on the skill of the writer's ability to convey a message effectively and in a creative way.

CAMPAIGNS (ENTRIES MAY NOT EXCEED 1,000 WORDS):

C1. BRAND MANAGEMENT/REPUTATION
- a. $7,500 or Less
- b. More Than $7,500

C2. COMMUNITY RELATIONS
- a. $7,500 or Less
- b. More Than $7,500

C3. MULTICULTURAL
- a. $7,500 or Less
- b. More Than $7,500

C4. PUBLIC SERVICE
- a. $7,500 or Less
- b. More Than $7,500

C5. EMPLOYEE/INTERNAL COMMUNICATION
- a. $7,500 or Less
- b. More Than $7,500

C6. MARKETING COMMUNICATION/PROMOTION: Services
- a. $7,500 or Less
- b. More Than $7,500

C7. MARKETING COMMUNICATION/PROMOTION: Products
- a. $7,500 or Less
- b. More Than $7,500

C8. FINANCIAL/INVESTOR RELATIONS
- a. $7,500 or Less
- b. More Than $7,500

C9. CRISIS COMMUNICATIONS - IMPLEMENTED
- a. $7,500 or Less
- b. More Than $7,500

C10. CRISIS COMMUNICATIONS - NOT IMPLEMENTED
- a. $7,500 or Less
- b. More Than $7,500

C11. INTEGRATED COMMUNICATIONS
- a. $7,500 or Less
- b. More Than $7,500

C12. SOCIAL MEDIA
- a. $7,500 or Less
- b. More Than $7,500

C13. MEDIA RELATIONS - SINGLE PROJECT
- a. $7,500 or Less
- b. More Than $7,500

CAMPAIGNS CONT'D (ENTRIES MAY NOT EXCEED 1,000 WORDS):

C14. MEDIA RELATIONS - ONGOING
- a. $7,500 or Less
- b. More Than $7,500

PRINT TACTICS (ENTRIES MAY NOT EXCEED 500 WORDS):

P1. MAGAZINE: Internal Audience
P2. MAGAZINE: External Audience
P3. INTERNAL NEWSLETTER: Up to two colors
P4: INTERNAL NEWSLETTER: Three or more colors
P5. EXTERNAL NEWSLETTER: Up to two colors
P6. EXTERNAL NEWSLETTER: Three or more colors
P7. PROMOTIONAL BROCHURE OR FOLDER
P8. DIRECT MAIL/DIRECT RESPONSE
P9. ONE-TIME SPECIAL PUBLICATION
P10. NEWS RELEASE: Hard/Breaking News
P11. NEWS RELEASE: Feature
P12. MEDIA KIT
P13. ANNUAL REPORT: For-Profit Organization
P14. ANNUAL REPORT: Non-Profit Organization
P15. VISUAL ELEMENTS (i.e. photos, posters, illustrations, logos, etc.)

ELECTRONIC AND ONLINE TACTICS (ENTRIES MAY NOT EXCEED 500 WORDS):

E1. TV PRESENTATION - Under 5 minutes (i.e. promotional spots, film trailers, VNRs, etc.)
E2. TV PRESENTATION - Over 5 minutes (i.e. infomercials, TV shows, documentaries)
E3. INTERNAL VIDEO PRESENTATION
E4. EXTERNAL VIDEO PRESENTATION
E5. AUDIO ONLY PRESENTATION
E6. VIRAL VIDEO
E7. PODCASTS
E8. BLOGS
E9. WEB SITE
E10. ONLINE NEWSROOM
E11. ELECTRONIC NEWSLETTER
E12. ELECTRONIC MEDIA KIT

SPECIAL EVENTS (ENTRIES MAY NOT EXCEED 1,000 WORDS):

S1. ONE TO TWO DAYS
- a. $7,500 or less
- b. More than $7,500

S2. THREE DAYS OR MORE
- a. $7,500 or less
- b. More than $7,500

WRITING (ENTRIES MAY NOT EXCEED 500 WORDS):

W1. HARD NEWS/BREAKING NEWS
W2. FEATURE/PROFILE
W3. COLUMN/OP-ED
W4. VIDEO SCRIPT
W5. AUDIO ONLY SCRIPT (radio, on hold messages)
W6. WEBSITE WRITING
W7. OTHER (advertorials, speeches, etc.)

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