



## 2012 Bronze Anvil Call for Entries

Early Deadline: March 16, 2012 – Save \$50!

Final Deadline: March 30, 2012

### Recognizing the Very Best In Public Relations Tactics

For more than 40 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.

### Bronze Anvil and Bronze Anvil Award of Commendation

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 37 categories and various subcategories. There are no more than three runners-up in any category, and only programs meeting Bronze Anvil criteria are selected. Runners-up receive the Bronze Anvil Award of Commendation. No awards are given in categories where judges determine that the entries do not merit them.

The winners and runners-up (if selected) will be announced in late May/early June 2012, and posted online at [www.prsa.org](http://www.prsa.org).

### Bronze Anvil Entry Guidelines

- Tactics produced at least in part between Jan. 1, 2011, and Dec. 31, 2011, are eligible. Tactics tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.
- Entrants must select a single category for each entry. However, entrants may choose to enter their program in more than one category, provided that it applies to the specific criteria stated within that category. The entry must be submitted with a separate category-appropriate, one-page summary, entry form and tactic, as well as a separate entry fee for each additional category entered. In deciding which category is most appropriate, entrants should examine tactic objectives and target audiences. Judges will not move entries into other categories.
- A concise summary no longer than one typed page must accompany the entry. 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.
- Enclose a copy of the tactic (as requested in the individual category).
- 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.
- Binders are not required. However, if your entry requires a binder to contain the materials you submit, it should have a maximum standard one-inch spine. In keeping with PRSA's ongoing green efforts, we ask that you do not use plastic sheet covers.
- 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.

## **2012 BRONZE ANVIL CATEGORIES**

### **Traditional Media:**

#### **1. MEDIA RELATIONS — Consumer Products**

- 1A. Health Care
- 1B. Technology
- 1C. Food & Beverage
- 1D. Packaged Goods
- 1E. Non-Packaged Goods
- 1F. Other (Categories Not Elsewhere Defined)

Tactics, programs and events driven entirely by media relations for a consumer product. 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. Television coverage should be submitted on a DVD, and radio coverage on a CD. 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.

#### **2. MEDIA RELATIONS — Consumer Services**

- 2A. Travel and Tourism/Hospitality
- 2B. Health Care Services
- 2C. Technology
- 2D. Financial Services
- 2E. Other (Categories Not Elsewhere Defined)

Tactics, programs and events driven entirely by media relations for a consumer service. 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. Television coverage should be submitted on a DVD, and radio coverage on a CD.

#### **3. MEDIA RELATIONS — Business-To-Business**

- 3A. Professional and/or Financial Services
- 3B. Products
- 3C. Other (Categories not elsewhere defined)

Tactics, programs and events driven entirely by media relations for business to business. 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. Television coverage should be submitted on a DVD, and radio coverage on a CD.

#### **4. MEDIA RELATIONS — Associations/Nonprofit Organizations**

Tactics, programs and events driven entirely by media relations for an association or nonprofit organization. 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. Television coverage should be submitted on a DVD, and radio coverage on a CD.

#### **5. MEDIA RELATIONS — Government**

Tactics, programs and events driven entirely by media relations for a government agency or public service organization. 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. Television coverage should be submitted on a DVD, and radio coverage on a CD.

#### **6. 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.

#### **7. 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.

### **Online Communications:**

#### **8. PODCASTS**

Audio or video programs/shows produced solely as podcasts, downloadable for play on portable media players (e.g., iPods, MP3 players, etc.). The one-page summary should include rationale for podcasting strategy, statistics or other means of quantifiable measurement to support stated objectives, as well as a copy of the actual podcast being entered on an CD, DVD or USB flash drive.

#### **9. WEBSITES**

- 9A. External
- 9B. Internal/Intranets
- 9C. 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.

#### **10. WEBCASTS**

Media files distributed over the Internet using streaming media technology. May be live or recorded. Submit the one-page summary and a DVD or USB flash drive of the webcast, as well as the actual site URL.

#### **11. SOCIAL MEDIA**

Use of social media, including Facebook, Twitter, Foursquare, Google +, YouTube, 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.

## **12. 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.

## **13. BLOGGER CAMPAIGN**

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 printed, or on a CD or USB flash drive.

## **14. SMARTPHONE APPLICATIONS**

Use of smartphone 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.

## **15. WEB WIDGETS**

Use of Web widgets 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 Web widget.

## **Tactics:**

### **16. WORD-OF-MOUTH**

16A. General Word-of-Mouth Marketing Program

16B. Viral Marketing Program

16C. Street Marketing Program

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.

### **17. CREATIVE TACTICS**

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. (If objects are large or bulky, a photograph or video representation should be sent.)

### **18. 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.

### **19. PRESS KITS/MEDIA KITS**

19A. Products

19B. Services

19C. Events/Commemorations/Other

19D. Digital

News releases, photographs and other background information compiled for an organization, product or issue. Submit one copy of the press kit or media kit along with the one-page summary. For Digital Press Kits/Media Kits (category 19D), submit the one-page summary and the digital press kit/media kit on a CD, DVD or USB flash drive.

### **20. VIDEO NEWS RELEASES**

Pre-produced videos distributed to television stations to inform target audiences of an event, product, service or organization. Entries may consist of an edited DVD, and sound bites on a single DVD or USB flash drive. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

### **21. B-ROLL**

Includes video footage, with or without audio, distributed to television stations for use in stories about an event, product, service, issue or organization. Entries may be submitted on a single DVD or USB flash drive. The one-page summary should include usage statistics and other means of quantified measurement to support stated objectives. Video footage edited and produced as a packaged news story/feature with audio should be entered in category 20 (Video News Releases).

### **22. 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 of the representative placements on a single DVD or USB flash drive. The one-page summary should include statistics or other means of quantified measurement to support stated objectives.

### **23. TELEVISION PSAs**

Video productions of one minute or less distributed to television stations as unpaid public service announcements. Single productions or a series addressing the same issue may be submitted on a single DVD or USB flash drive. The one-page summary should include documentation of results.

### **24. RADIO PSAs**

Audio productions of one minute or less distributed to radio stations as unpaid public service announcements. Single productions or a series addressing the same issue may be submitted on a single audio CD, DVD or USB flash drive. The one-page summary should include documentation of results that support stated objectives.

### **25. PRINT PSAs**

Ads distributed to newspapers and/or magazines as unpaid public service announcements. 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 one-page summary should include documentation of results that support stated objectives.

## **26. INTERNAL VIDEO PROGRAMS**

26A. Corporate/Organization News

26B. Corporate/Organization Features

Video programs targeted toward internal audiences such as employees, members, etc. Entrants should submit programs on a DVD or USB flash drive as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

## **27. EXTERNAL VIDEO PROGRAMS**

Video programs directed primarily at external audiences. Entrants should submit programs on a DVD or USB flash drive as a reasonable representation. The one-page summary should include documentation of results that support stated objectives.

## **28. AUDIO PROGRAMS**

Submit audio on a CD, DVD or USB flash drive along with a one-page summary. Summary should include usage statistics or other means of quantified measurement to support stated objectives.

## **29. NEWSLETTERS**

29A. Fewer Than 17 Pages

29B. 17 Pages or More

29C. Digital

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues, along with a one-page summary. For Digital Newsletters (category 29C) submit the one-page summary and the digital newsletters on a CD, DVD or USB flash drive.

## **30. BROCHURES**

30A. Fewer Than 17 Pages

30B. 17 Pages or More

30C. Digital

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication, along with the one-page summary. For Digital Brochures (category 30C), submit the one-page summary and the digital brochure on a CD, DVD or USB flash drive.

## **31. MAGAZINES**

31A. Internal Audiences Primarily

31B. External 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. Submit three consecutive issues along with the one-page summary.

## **32. PUBLICATIONS**

32A. Single Issue Newsletters/Booklets/ Calendars

32B. Books

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

## **33. ANNUAL REPORTS**

33A. Companies (Up to \$500 million)

33B. Companies (More than \$500 million)

33C. Nonprofit Organizations

33D. Digital

Publications that report on an organization's annual performance. Submit one copy of the publication, along with a one-page summary. For Digital Annual Reports (category 33D) submit the one-page summary and the digital annual report on a CD, DVD or USB flash drive.

## **34. 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. Submit one copy of the publication along with a one-page summary.

## **35. SPEECHES\***

Submit 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.

## **36. ADVERTORIALS\***

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

## **37. 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 included in the entry, along with a one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

**\*Entries in categories 6 – Feature Stories, 7 – Editorials/Op-Ed Columns, 35 – Speeches and 36 – Advertorials must be written in their entirety or substantively by the entrant, and not merely “pitched.”**

**Entry Fees and Deadlines:**

Early Deadline and Pay-By-Check Deadline: **Friday, March 16, 2012, 5 p.m. EST** (in-hand)

The regular entry fees of \$175 for PRSA members and \$275 for nonmembers will be charged for each entry received by the early deadline. All entries being paid for by check are due by the early deadline and incur a \$25 processing fee, per entry.

**Final/Late Deadline: Friday, March 30, 2012, 5 p.m. EST (in-hand)**

Entries received after the early deadline will incur a \$50 late fee per entry. All entries must be received no later than 5 p.m. EST (in-hand) on March 30, 2012, and be paid for by credit card, only (if submitted after March 16, 2012).

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

If receipt of entry is required immediately, send your entry by traceable delivery.

**Need Help Preparing Your Entry?**

- View video highlights from the PRSA Professional Development workshop, “Anvil Thinking: The Route to Award-Winning Work,” led by longtime Silver Anvil judges and past recipients **Sean Curry**, partner and CFO, c3 Communications, and **Sherry Goldman**, president, Goldman Communications Group. This video will show you how to prepare a Silver 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)

**BRONZE ANVIL ENTRY CHECKLIST**

Remember to enclose the following:

- Printed online entry form (one per entry) — If you are not paying online with a credit card, please enclose a check.
- Check, if applicable. (Note that all checks are due no later than **March 16, 2012**. There is a \$25 processing fee per each entry paid by check.)
- Entry. (Tactic, as requested in each individual category.)
- One-page summary. (Minimum of 10-point typeface and one-inch margins.)

Mail your completed entry form, copy of the tactic, one-page summary and payment to:

PRSA Bronze Anvil Awards  
33 Maiden Lane, 11th Floor  
New York, NY 10038

Entries are not returned and become the property of PRSA. The decisions of the judges are final.