

## Skyline Awards Categories

The Skyline Awards are divided into two categories -- program and tactics. The program entries honor the very best in campaigns, and the tactics entries honor the very best in components of a program. Check out the 23 opportunities to enter your best work below.

### SKYLINE PROGRAM CATEGORIES

#### 2010 Skyline Award Categories

##### Programs

1. **B-to-B Communications:** Includes programs designed to introduce new products or promote existing products or services to a business audience.
  - a. Professional Services
  - b. Products
  
2. **Community Relations:** Includes programs that seek to win the support or cooperation of — or that aim to improve relations with — people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. “Community” in this category refers to a specific geographic location or locations. (Campaigns designed to promote products should be entered in Marketing Consumer Products or Services.)
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  
3. **Crisis Communications/Issues Management:** Includes programs undertaken to deal with an unplanned event and requiring immediate response and/or issues that could extraordinarily affect ongoing business strategy.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  
4. **Event and Observances (One to Seven Days):** Includes programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations or other special activities and must occur within a time span of one week.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  
5. **Event and Observances (More Than Seven Days):** Includes programs or events that take place for longer than a one-week period, such as a yearlong anniversary, or activities (commemorations, observances, celebrations, etc.).
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits

6. **Integrated Communications:** Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.
  - a. B-to-B
  - b. B-to-C
  - c. Government, Associations and Non-profits
  
7. **Investor Relations/Financial Communications:** Includes programs directed to shareowners, other investors and the investment community.
  - a. Less than \$5M in revenue
  - b. 5M in revenue and above
  
8. **Internal Communications:** For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.
  - a. Fewer than 10,000 employees
  - b. 10,000 employees and greater
  
9. **Marketing Consumer Products:** Includes programs designed to introduce new products or promote existing products to a consumer audience.
  - a. Healthcare
  - b. Technology
  - c. Food/Beverage/Restaurant
  - d. Packaged goods
  - e. Non-packaged goods
  - f. Other
  
10. **Marketing Consumer Services:** Includes programs designed to introduce new services or promote existing services to a consumer audience.
  - a. Travel/Tourism
  - b. Healthcare
  - c. Technology
  - d. Professional services
  - e. Other
  
11. **Public Affairs:** Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  - c. Partnerships

12. **Reputation Management:** Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence (campaigns designed to launch or promote a specific product or service's launch or sales/marketing effort should not be entered in this category. Instead, refer to the appropriate marketing category).
  - a. Businesses (under \$5M in revenue)
  - b. Businesses (\$5M in revenue and above)
  - c. Government, Associations and Non-profits
  
13. **Social/New Media:** For any type of program (i.e., institutional, marketing, community relations) that primarily uses social and new media, such as Facebook, Twitter and others.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  
14. **Diversity Communications:** For any type of program (i.e., institutional, marketing, community relations) specifically targeted to a cultural group.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  
15. **CSR/Cause-Related Communications:** For any type of program (i.e., institutional, marketing, community relations) that directly addresses a particular societal issue or cause.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  
16. **Word of Mouth:** For any type of program (i.e., institutional, marketing, community relations) that primarily uses word of mouth strategies.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits
  
17. **Great Idea(s) Under \$10,000:** For any type of program (i.e., institutional, marketing, community relations) that delivered creative and cost-efficient results during the 2009 economy and tightened internal/client budgets.
  - a. Businesses (Products/Services)
  - b. Government, Associations and Non-profits

## **SKYLINE TACTIC ENTRIES**

Tactic entries must include a concise summary no longer than one typewritten page – the single-most important component. Entries should include four key areas: planning/content, creativity/quality, technical excellence and results.

Tactics

18. Media Materials, such as press kits, pitch letters, etc.
19. Web site (External)
20. Web site/Intranet (Internal)
21. Mobile Application
22. Video
23. Creative/Design

## **BEST OF SKYLINE**

Winning entries in all 17 program categories will be considered for the Best of Skyline Award. The winning entry will represent the finest example of public relations programming in the Chicagoland area in 2009. The Best of Skyline recipient will be announced at the Skyline Celebration event in May 2010.

## **INDIVIDUAL AWARDS**

### *Chicago Public Relations Professional of the Year*

The award honors the accomplishments of an exceptional public relations professional. It recognizes the professional achievements and activities that have advanced the profession and the practice of public relations during the duration of his or her career.

### *Chicago Public Relations Young Professional of the Year*

This award celebrates the accomplishments of a rising star in the public relations profession. It recognizes the spirit of the next generation of leaders and awards a young professional with less than 6 years of experience.

### *Chicago Executive of the Year*

This award honors a non-public relations executive who has successfully supported and used public relations in his or her organization.

**There is no entry fee or entry form for individual nominations. Each should contain a written statement as to why the nominee possesses the criteria cited above and a curriculum vitae if available. Nominations for these awards should be faxed or emailed by 5 p.m. CST on Friday, Feb. 19, 2010 to:**

PRSA Skyline Individual Awards  
c/o Bryan Blaise, Fleishman-Hillard  
Fax: 312-751-8191 Email: [bryan.blaise@fleishman.com](mailto:bryan.blaise@fleishman.com)

## **DEFINITIONS USED IN CATEGORIES AND SUBCATEGORIES**

Use the following definitions to help you decide the most appropriate category and subcategory based on your program's objectives and audiences:

**Business/Products and Business/Services:** Subcategories include all profit-making entities. A company that derives half or more of its sales from manufacturing products should enter under "products." A company that derives half or more of its revenues by providing services (such as banks, utilities, retailers, transportation companies, etc.) should enter under "services."

**Government:** Subcategory includes all government bureaus, agencies or departments at the local, state and federal levels, including the armed forces, regulatory bodies, courts, public schools and state universities, etc.

**Association:** Subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.

**Nonprofit:** Subcategory is specifically intended for health and welfare organizations, and educational and cultural institutions not included in other subcategories. This subcategory is not intended for organizations that may have non-profit status but are clearly business organizations. Programs receiving funding or support from private or government organizations should be entered in those subcategories or "partnerships."

**Partnerships:** Subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including on-profit or government.

**Packaged Goods:** Subcategory refers to traditional consumer products sold in packages such as food products, pet products, household goods, toiletries, cosmetics, etc.

**Non-Packaged Goods:** Subcategory refers to consumer products such as clothing, appliances, furniture, etc.