



MERCURY AWARDS CATEGORIES

All entries for campaigns or tactics that ran from **September 2024 and September 2025** will be judged on: **Research, Planning, Execution & Evaluation**

TACTICAL

Recognizing the very best in public relations tactics.

1. MEDIA RELATIONS

Enter tactics, programs, and events driven entirely by media relations. These include press releases, media advisories, pitch letters, requests for coverage, etc. Upload evidence of the resulting media coverage (article, interview, broadcast feature, etc.) and one-page summary of entry.

2. NEWSLETTERS

Enter 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 one-page summary.

a. Print

b. Online / Digital

3. ANNUAL REPORTS

Enter publications that report on an organization's annual performance. Submit one copy of the publication along with one-page summary.

4. COLLATERAL

Enter 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 one-page summary.

5. SPECIAL-ISSUE PUBLICATIONS

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

6. VIDEO

Video production directed at targeted internal or external audiences. Submit a link to the content with a one-page summary that includes rationale for the chosen format, statistics or other quantifiable measurement to support objectives.

7. RESEARCH / EVALUATION

Submit 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.

8. BLOGS

Submit a one-page summary including a link to the blog, objectives, target audience and goals of the blog. Be sure to include information regarding the author of the blog, etc.

9. EXECUTIVE COMMUNICATIONS

Positioning of an executive at any level across earned, owned, and shared platforms. The one-page summary should include information about the executive and stated objectives,

quantification of results as well as copies of significant placements, social media, posts or memos.

10. INFLUENCER MARKETING / PROMOTION

Tactic that focuses on using paid spokespeople and key leaders to increase awareness and drive your brand's message to the larger market.

11. MAGAZINE, DIGITAL

Online 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.

12. MAGAZINE, PRINT

Print 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.

13. ONLINE NEWSROOM

Also known as a pressroom, media room, press center or media center is a website, web page or site section that contains distributable information about a corporation or organization.

14. PODCASTS

How did you tell your story – was the purpose to teach or share? Was it intended for internal or external audiences and was there engagement on multiple platforms? Provide listener feedback.

15. WEBSITES, INTERNAL

Use of a website as part of an internal communications or employee education program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

16. WEBSITES, EXTERNAL

Use of a website as part of a communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

STRATEGIC CAMPAIGNS

Recognizing the very best in comprehensive public relations campaigns.

1. COMMUNITY RELATIONS

Submit programs that seek to win the support or cooperation of, or that aim to improve relations with, people or organizations in communities where the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations.

2. REPUTATION/BRAND MANAGEMENT

Submit programs designed to enhance, promote or improve the reputation on of an organization with its public or key elements of its public, either proactively or in response to an issue, event or market occurrence.

3. EVENTS & OBSERVANCES

Submit commemorations, observances, openings, celebrations or other special activities such as a year-long anniversary. Length of the program or event does not include planning and preparation.

a. Programs or events scheduled from one to seven days

b. Programs or events scheduled for more than seven days

4. PUBLIC AFFAIRS

This category is for programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies at the local, state or federal government levels, to the benefit of the entity funding the program. This category also includes programs that advance public understanding of a societal issue, problem or concern.

5. CRISIS COMMUNICATIONS

Submit programs undertaken to deal with an unplanned event, requiring immediate response.

6. INTERNAL COMMUNICATIONS

This category is for programs targeted specifically to special groups directly allied with an organization (i.e., employees, members, affiliated dealers or franchisees).

7. MULTICULTURAL & DIVERSITY

This category addresses any type of program (e.g., institutional, marketing, or community relations) specifically targeted to or about a cultural group or groups.

a. For-Profit Business

b. Not-for-Profit/Associations/Government

8. INTEGRATED COMMUNICATIONS

Submit a program that employs the creative and effective integration and leadership of public relations strategies and tactics with other promotional marketing communications. It should demonstrate the integration of strategies, plus the budget and measurement of return on investment of the communications to any stakeholder group including (but not limited to) employees, consumers, the media, shareholders.

10. SOCIAL MEDIA

Submit a social media campaign with more than 50% of tactics employed through social media channels (Facebook, Twitter, YouTube, etc.). As a campaign, the submission should demonstrate the use of more than one (1) social media channel.

11. MARKETING

Submit a program that markets valuable, relevant content to consumers and/or your target audience without directly marketing a program, product or service.

a. Business to Business

b. Consumer Products

c. Consumer Services

12. ISSUES MANAGEMENT

For programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

13. PUBLIC SERVICE

Includes programs that advance public understanding of societal issues, problems or concerns.

14. EXTERNAL COMMUNICATIONS

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective campaign.

BEST IN SHOW

The Best in Show recipient is selected from among the year's Mercury Award winners. The Best in Show winner represents the pinnacle of excellence in public relations programming, and contributes to [The Business Case for Public Relations](#) by demonstrating strategic value and ability to drive critical business outcomes.

INDIVIDUAL SPECIAL AWARDS

Practitioner of the Year honors the achievements of an outstanding Connecticut communications professional.

Beacon Award recognizes a Connecticut executive whose leadership champions robust communications and public relations as a critical element in the success of his or her organization. *The 2025 Beacon Award winner will be nominated and selected by the PRSA CT Board of Directors.*