



OCPR Annual Awards Competition Categories

101	Radio	Advertisement or PSA.
102	Video	Advertisement or PSA (no more than 60 seconds).
103	Video Feature	Program or video featured (more than 60 seconds).
104	Traditional Photo	Photos of any subject, excluding sports, that are not digitally enhanced.
105	Traditional Sports Photo	Sports photos that are not digitally enhanced.
106	Digitally Enhanced photo	Photo of any subject that has been enhanced through any digital means.
107	Web Design	Any enhanced or new website; must submit URL.
109	Best Use of Social Media	Entries can include a single post, tweet or graphic specifically designed for social media or any campaign that uses social media tools.
110	Print Advertisement	Advertisement that has been printed.
111	Digital Advertisement	Advertisement specifically designed for digital mediums (not limited to internet).
112	News Writing	Press release or text developed specifically for media.
113	Full Length Feature	Story more than 1,000 words.
114	Featurette	Story less than 1,000 words.
115	Blog/Editorial/Column Writing	First person narrative that expresses opinion and supports an overall communication goal. Entry can be any length. Submissions can include ghost writing.
116	Sports Writing	Story focused on athletics.
117	Sports Publication	Electronic or print publication focused on an organization's athletic program or athletes.
118	Poster Design (General)	Any poster (excluding fine art/culture or athletics).
119	Poster Design (Fine Art/Culture)	Poster that focus on fine arts, cultural activities, such as music, theater, fine arts, etc.
120	Poster Design (Sports)	Poster designed to promote athletic events, teams, athletes, etc.
121	Small Brochure	Flyer or booklet 8 pages or less.
122	Large Brochure	Flyer or booklet more than 8 pages.
123	Direct Mail Piece	Letter, post card or brochure that has been mailed.
124	Special Publications	Annual report, one-time special event publication.
125	Magazine	
126	Viewbook	Admissions Viewbook.
127	Newsletter	Can be printed or electronic.
128	Bright idea	Special event material or promotional idea that was extraordinary or highly successful.
129	Holiday Greeting	Any holiday promotion (not limited to Christmas).
130	Before and After	Any item that has been redesigned/revamped. Must include both an example of the old and new versions and indicate which is old and which is new.
131	Shoe String	Something impressive you created on a small budget. Cost must be included.
132	Cover Design	Cover can come from any magazine, special publication or other materials.
133	Logo Design	Logo or icon design.
134	Events/Promotion	Multifaceted marketing projects toward a single event or series. Submit variety of themed materials.
135	Campaign	Campaigns for admissions, fundraising or other marketing objectives. Must demonstrate connectivity between elements/materials and results of campaign.
136	Best Headline	Submit complete article and state why it's the best headline.
137	Square Peg	A general, wildcard design category which includes any items that do not fit into any other category such as t-shirt designs, novelties and unusual product designs.
138	Multimedia	Web feature, PowerPoint, Prezi or other exhibit concept.