



Each year, PRSA Memphis recognizes outstanding contributions made by industry professionals in Memphis and the Mid-South through the VOX Awards. The VOX awards recognize the best strategic campaigns of the year, outstanding organizational excellence, and tactics that contribute to the success of overall programs or campaigns.

Memphis PRSA Star Awards honor the best practitioners in Memphis and the Chapter's outstanding Member of the Year and Student of the Year.

We invite entries from all industry sectors, including agencies, corporations, media, nonprofits, and independent practitioners. The VOX awards are tailored to support the national PRSA Anvil Awards and are judged annually by another PRSA chapter. PRSA membership is not required to enter the VOX awards except for the PRSA Memphis Chapter Member of the Year.

Judges will select only one Vox, which represents the highest honor given, and one Gold award as the runner-up in each category/subcategory. In categories for which judges determine there is no winner (entries do not merit award), there will be no runner-up awards given.

We ask that your applications provide judges with details about individual campaigns and tactics through:

- **Research**, including primary and secondary research and how you used it to guide your planning
- **Planning**, including information on goals and objectives, target audiences, and budget
- **Implementation**, including timeline and activities
- **Evaluation**, including metrics related to goals and objectives, overall results, and any learnings

This year, the PRSA Memphis VOX Award submissions will be judged by a sister chapter. The majority of work submitted should have occurred between August 1, 2024, and August 1, 2025. Most of the work must be created and overseen in the Mid-South/Memphis metropolitan area.

### **IMPORTANT DATES**

- The early-bird deadline for submissions is Friday, **July 11, 2025**.
- The deadline for submissions is **August 23, 2025**, at 11:59 p.m. CT.
- Finalists in each category will be notified by **September 30, 2025**.
- Vox and Gold winners will be announced during the VOX Awards ceremony on **October 16, 2025**.

#### **Early-Bird Deadline – Friday, July 11, 2025**

- \$60 for PRSA Memphis members
- \$85 for non-members
- \$20 for students

#### **Deadline – Friday, August 15, 2025**

- \$75 for PRSA Memphis members
- \$100 for non-members
- \$35 for students

#### **Last-Chance Deadline – Saturday, August 23, 2025**

- \$90 for PRSA Memphis members
- \$115 for non-members
- \$50 for students

If you have any questions, contact [VOX@prsamemphis.org](mailto:VOX@prsamemphis.org). PRSA Memphis will also be holding virtual office hours for questions and support through July and August. Check [prsamemphis.org](http://prsamemphis.org) for dates and times.

# 2025 Vox Award Categories

## Campaign Awards

### 1. Community Relations

- 1A. Associations/Nonprofit Organizations/Government
- 1B. Business

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, 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.

### 2. CONTENT MARKETING

- 2A. Associations/Government/Nonprofit Organizations
- 2B. Business

Programs that effectively demonstrate a strategic program that includes creating and distributing valuable content to attract, acquire, and engage target audience(s). Include examples and metrics.

### 3. Crisis Communications

Includes programs undertaken to deal with an unplanned event that required an immediate response.

### 4. Events and Observances

- 4A. Associations/Government/Nonprofit Organizations
- 4B. Business

Includes virtual or in-person programs or events, such as commemorations, observances, conferences, openings, yearlong anniversaries, celebrations or other special activities.

### 5. Financial Communications

Includes programs directed to shareowners, other investors and the investment community; includes communication programs related to decentralized currencies.

### 6. Influencer Marketing

- 6A. Macro-influencers
- 6B. Micro-influencers

Macro-influencers: celebrities, executives, bloggers, and journalists who have 10,000 – 1M followers. They have the highest topical relevance on the spectrum, with category-specific influence, such as lifestyle, fashion or business.

Micro-influencers: everyday consumers or employees or industry experts who have 500-10,000 followers. They have the highest brand relevance and resonance on the spectrum of influencers, with influence driven by their personal experience and strength of relationship with their networks.

**7. Internal Communications**

7A. Associations/Government/Nonprofit Organizations

7B. Business

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

**8. Integrated Communications**

8A. Associations/Nonprofit Organizations/Government

8B. Business

Includes creative and effective integrated campaigns, along with other marketing or communications including paid, earned, shared and owned efforts. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

**9. Issues Management**

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

**10. Marketing**

10A. Associations/Nonprofit Organizations/Government

10B. Business

Includes programs designed to introduce new products/services or promote existing products/services to a particular audience.

**11. Most Effective Campaign on a \$5,000 to \$10,000 Budget**

Effective campaign delivered within parameters of a limited budget. This does not include staff time and overhead.

**12. Most Effective Campaign on a Shoestring Budget (less than \$5,000)**

Successful campaign despite the constraints of a small budget. This does not include staff time and overhead.

**13. Most Effective Diversity, Equity and Inclusion (DEI) Campaign**

Efforts devoted to promoting inclusivity and/or dismantling discrimination for racial, ethnic, religious or sexual orientation and gender differences.

**14. Reputation | Brand Management Campaign**

10A. Associations/Nonprofit Organizations/Government

10B. Business

Programs designed to enhance, promote or improve the reputation of an organization with its, either proactively or in response to an issue, event or market occurrence.

**15. Corporate Social Responsibility**

This celebrates campaigns and programs that ignite individuals, technology, and partnerships to create positive impact for society at the local, national or international level; including but not limited to areas such as poverty, hunger, housing, health and well-being, climate, equity, education, and human rights.

**16. Multicultural Public Relations**

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

**17. 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.

**18. Public Service**

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

**19. Change Management**

19A. Associations/Nonprofit Organizations/Government

19B. Business

Includes programs that help stakeholders accept, understand, and adopt changes by communicating clearly and consistently to reduce resistance and ensure successful implementation.

**Tactical Awards**

**20. Media Relations**

20A. Associations/Nonprofit Organizations/Government

20B. Business

Tactics, programs, and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with a one-page summary that includes measurable objectives and results, including media impact. Upload or provide YouTube/Vimeo links to any television or radio coverage.

**21. Paid Promotions**

Use of sponsorships, paid placements, or other marketing communications tactics that complement a broader public relations strategy or approach and generate exceptional ROI. These efforts should be targeted and strategic, and ultimately demonstrate a distinct purpose that aligns with the goals of an overview campaign or specific desired outcome.

## **22. Executive Communications**

Positioning of an executive at any level across earned, owned, and share 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.

## **23. Feature Stories**

Feature articles that have been written by a practitioner and submitted and published through their 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. Articles must be written in their entirety or substantively by the entrant, not merely “pitched.”

## **24. Data Insights**

The use of data or research in a program to inform a communications strategy and/or message development. Demonstrate how the insights were acquired and applied.

## **25. Best Use of AI**

Demonstrate how AI played a pivotal role in successfully driving or enhancing traditional tactical efforts within a campaign. Provide examples of tools used and results from their use.

## **26. Social Media**

26A. Single Channel Use

26B. Multichannel Use

How did you use social media to tell a story or connect with an audience? Share screenshots of your work and provide detailed results focusing on engagement and conversions, where applicable.

## **27. Websites**

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 and how the site met or exceeded your communications benchmarks.

## **28. Non-traditional Tactics**

Innovative, 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. (Photographic and/or video representations of any physical objects should be uploaded to be fully considered in this category.)

**29. Annual Reports**

Publications that report on an organization's annual performance. Upload a sample of one copy of the publication, along with a one-page summary.

**30. Blogs/Vlogs**

Web-based journals, or blogs, that communicate to a target audience. The one-page summary should include the rationale for the blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screenshots of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

**31. Newsletters**

Publications – digital or print – designed, written and published/distributed periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Upload samples of three consecutive issues, along with a one-page summary including goals and results.

**32. Magazines**

Publications designed to provide in-depth information about an organization or topic on a regular basis (print, digital-only and both will be considered). 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 including goals and results.

**33. Video**

Produced videos to inform target audiences of an event, brand, product, service, issue or organization. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

**34. 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 goals, results and listener feedback.

## VOX Organizational Awards

### Best In-House Team Submission Requirements

- **Two-page summary:** An overview of the business/organization and a detailed description of outstanding accomplishments/strategic benchmarks within the award program timeframe. Differentiate the role of the in-house team from any externally employed resources (e.g., agencies). Submitting teams should include examples of measurable impact on their organization; how they dealt with challenges; how they developed creative or innovative programs; how they influenced behavioral or attitudinal change among their target audiences; and/or how they foster a positive working culture.
- **Case Study:** Two brief case studies or examples (each 500 words or fewer). Current VOX submissions can be included instead of case studies.
- Number of employees on the team.

### Best Agency Submission Requirements

- **Two-page summary:** An overview of the agency, its offerings, and a detailed description of outstanding accomplishments/strategic benchmarks within the award-program timeframe. Submitting agencies should include examples of measurable impact for their clients; how they dealt with challenges; how they developed creative or innovative programs; how they influenced behavioral or attitudinal change among their clients' target audiences; and/or how they foster a positive working culture.
- **Case Study:** Two brief case studies or examples (each 500 words or fewer). Current VOX submissions can be included instead of case studies.
- Number of employees at the agency.
- A client list from the past 12 months, including tenure. Uploaded as a one-page PDF.

## Memphis PRSA Stars

The **Rising Star** is awarded to a current practitioner with three or fewer years of experience whose work has been exceptional and who is active in professional organizations or community service.

The **PR Star** is awarded to a current PR practitioner with more than three years of experience whose work has been exceptional and who is active in professional organizations or community service.

The **PR Executive of the Year** honors a current PR practitioner who is the highest-ranking member of a PR department or division of a Mid-South firm, organization, or institution that has produced exceptional work under the nominee's leadership. He or she also should have made a notable contribution as a member of a professional organization or through his or her community service.

The **PRSA Memphis Chapter Member of the Year** is awarded to a PRSA Memphis Chapter member for their outstanding service to the Chapter, its mission, and its members.