

CALIFORNIA ASSOCIATION OF PUBLIC INFORMATION OFFICIALS

ENTRY CATEGORIES FOR THE 2019 EPIC AWARDS

Communications and Marketing Tools

Annual Report
Graphic Design – Online (infographic, web graphic, logo, etc.)
Graphic Design – Print (brochure, poster, marketing materials, etc.)
Internal Communications
Marketing and Promotional (items, branding/logo, marketing event, delivery tools)
Media Event (Press Conferences, PR Campaign Kickoffs, etc.)
Newsletter or Magazine (online or printed)
Photography
Special or Community Event – One-Time
Special or Community Event – Recurring
Writing (news article, news series, blog, marketing content, etc.)

Digital Communications

Audio/Podcasts
Live Streaming/Live Stories
Social Media Best Use Overall
Social Media Campaign
Video Production – Event Coverage
Video Production – PSA/Promotional/Marketing Video (Short-Form 2 min or less)
Video Production – PSA/Promotional/Marketing Video (Long-Form over 2 min)
Video Production – Series
Website/App

Communications and Marketing Process

Branding
Communications or Marketing Plans/Campaigns - Consultant-Supported
Communications or Marketing Plans/Campaigns - In-House
Community Relations/Participation
Crisis Communications Response
Multicultural Outreach/Campaign
Preparedness/Public Safety Education Campaign

Creative Marketing

Dollar Stretcher – program/tool developed and implemented in-house
Most Innovative Communications

Best of Show – Judges’ Choice (winners to be pulled from all sub-categories)

Best in show – small service area (non-entry field; winner to be pulled from all subcategories)
Best in show –medium service area (non-entry field; winner to be pulled from all subcategories)
Best in show –large service area (non-entry field; winner to be pulled from all subcategories)