

PR News PR People Awards Entry Form

Deadline: September 7, 2012

Enter online at www.prnewsonline.com/prpeople12

Detach and return with entry

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all required details with your entry. You can also enter at www.prnewsonline.com/prpeople12

Categories (check all categories being entered)

- | | | |
|--|---|---|
| <input type="radio"/> Account Director or Supervisor of the Year | <input type="radio"/> Investor Relations/Financial Communications Executive of the Year | <input type="radio"/> PR Professional of the Year: Agency |
| <input type="radio"/> Agency Account Manager of the Year | <input type="radio"/> Lemonade Maker | <input type="radio"/> PR Team Leader |
| <input type="radio"/> Brand Marketer of the Year. | <input type="radio"/> MARCOM Professional of the Year | <input type="radio"/> PR Trainer/Educator of the Year |
| <input type="radio"/> Community Relations Professional of the Year | <input type="radio"/> Marketer of the Year | <input type="radio"/> Publicist of the Year |
| <input type="radio"/> Corporate Social Responsibility Leader | <input type="radio"/> Measurement Expert of the Year | <input type="radio"/> Public Affairs Professional of the Year |
| <input type="radio"/> Crisis Manager of the Year | <input type="radio"/> Media Relations Professional of the Year | <input type="radio"/> Social Media Professional of the Year |
| <input type="radio"/> Digital Communications Leader of the Year | <input type="radio"/> Media Trainer of the Year | <input type="radio"/> Spokesperson of the Year |
| <input type="radio"/> Event Marketer of the Year | <input type="radio"/> PR Blogger of the Year | <input type="radio"/> Tweeter of the Year |
| <input type="radio"/> Government Communicator of the Year | <input type="radio"/> PR Professional of the Year: Academic Institution | <input type="radio"/> Volunteer of the Year |
| <input type="radio"/> Internal Communicator of the Year | <input type="radio"/> PR Professional of the Year: Corporate | |
| <input type="radio"/> Intern of the Year | <input type="radio"/> PR Professional of the Year: Nonprofit/Association | |

 *Hall of Fame* – A Lifetime Achievement Award for Pioneers in the PR Field!

Name of NOMINEE _____ (Title, Company)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

(Title, Company) (Skip if self nominating)

Name of NOMINATOR _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Entry Fee

Entry: \$300 each \$300 each \$ _____

Student/Intern of the Year Entry: \$200 each \$200 each \$ _____

Late Entry fee: \$199 per entry \$199 each \$ _____

Total \$ _____

The late entry fee must be applied to each individual entry postmarked between September 7 and September 14, 2012.

*Payment in full must accompany the entry.

Payment options

Check (payable to PR News) Money Order Mastercard Visa American Express

Credit Card # _____ Card Verification # _____

Print name of cardholder _____ Exp. _____

Signature _____

Receipts: Toyin Salau at tsalau@accessintel.com

W9 Forms: Kathy Chestnutt at kchestnutt@accessintel.com

Entry fees are not refundable. Access Intelligence—Tax ID #52-2270063

One total payment for all entries is recommended.

Mail To:
Mary-Lou French
mfrench@accessintel.com
PR News' PR People Awards
Access Intelligence, LLC
4 Choke Cherry Rd, 2nd Floor
Rockville, MD 20850

CALL FOR ENTRIES

PR ^{PRNews} People Awards

Deadline: Sept. 7, 2012

Presented by PR News



RECOGNIZING PR INNOVATION & LEADERSHIP

Enter online: www.prnewsonline.com/prpeople12

Recognizing PR Leadership & Innovation

PR News' PR People Awards competition is your opportunity to showcase the top talent, the innovators and passionate professionals who day in, day out are making communications matter in the marketplace. The winners of this annual program set the benchmark for PR and underscore the outstanding PR achievements made in the past year. Nominate your colleagues, or self-nominate; either way, we want to meet the best in PR and introduce them to the thousands of readers of PR News and their key stakeholders.

The winners of the PR People Awards will be profiled in the PR News Special Issue, online and at an awards luncheon in December 2012 in D.C.

Award Categories

The PR News PR People Awards are open to all communications, marketing and PR professionals in the categories below. You can enter yourself and/or colleagues. All entries will be held in strict confidence.

- Account Director or Supervisor of the Year
- Agency Account Manager of the Year
- Brand Marketer of the Year
- Community Relations Professional of the Year
- Corporate Social Responsibility Leader
- Crisis Manager of the Year
- Digital Communications Leader of the Year
- Event Marketer of the Year
- Government Communicator of the Year
- Internal Communicator of the Year
- Intern of the Year
- Investor Relations/Financial Communications Executive of the Year
- Lemonade Maker
- MARCOM Professional of the Year
- Marketer of the Year
- Measurement Expert of the Year
- Media Relations Professional of the Year
- Media Trainer of the Year
- PR Blogger of the Year

- PR Professional of the Year: Academic Institution
- PR Professional of the Year: Corporate
- PR Professional of the Year: Nonprofit/Association
- PR Professional of the Year: Agency
- PR Team Leader
- PR Trainer/Educator of the Year
- Publicist of the Year
- Public Affairs Professional of the Year
- Social Media Professional of the Year
- Spokesperson of the Year
- Tweeter of the Year
- Volunteer of the Year

 **Hall of Fame** – A Lifetime Achievement Award for Pioneers in the PR Field!

Our blue-chip panel of judges will judge your entry on the benchmarks listed in the "Compiling Your Entry" section.

National and International Recognition

PR News PR People Award winners will gain:

- Recognition at Awards Luncheon on December 2012, honoring the winners and honorable mentions.
- A crystal award
- Recognition in PR News
- Recognition in press releases and eletters
- Promotion via a profile in PR News Special Issue in December 2012.



DEADLINE: SEPTEMBER 7, 2012
LATE DEADLINE: SEPTEMBER 14, 2012
AWARDS LUNCHEON: DECEMBER 2012

Enter online: www.prnewsonline.com/prpeople12

General Entry Rules:

Eligibility

The PR News PR People Awards are open to all communications, marketing and PR professionals at for-profit and non-profit organizations including: corporations, PR firms, public affairs agencies, associations, nonprofits, publicity firms, government organizations, independent/consultancies and vendors.

Eligibility Period—judges will review each person's achievements from Sept. 2011 - Sept. 2012. However, overall achievements over a period of time will be considered, and single, one-time campaigns with outstanding results will be equally considered.

How to Enter

(You can mail your entry or enter online at www.prnewsonline.com/prpeople12)

Compiling Your Entry

Please include a 2-3 page synopsis with the following information:

- In 150 words or less, why you or the person you're nominating should win this award.
- In 1,000 words or less, please cover as much of the following, broken down by criteria:
 - a) Professional PR-related achievements from Sept. 2011- Sept. 2012
 - b) Specific campaigns or efforts spearheaded by this person and related outcomes
 - c) Leadership qualities (ability to manage internally, intra-departmentally and externally)
 - d) Innovative thinking
 - e) Sound judgment
 - f) Flexibility
 - g) Creativity
 - h) Financial management (where applicable)
 - i) How this person applied key tenets of PR—from reputation management to measurement
 - j) Volunteer efforts and other contributions to PR advocacy

For the Student of the Year categories, students must be enrolled in the PR/Communications field of study at a college or university and be a junior, senior (or equivalent) or graduate student. Students need to be nominated by a professor who has taught the student for at least one full semester. Professors must provide a 200-300 word description as to why this student is deserving of this honor, including the student's resume. Please highlight the following in your nomination:

- Excellence in academic achievement in PR & communications
- A demonstrated interest in pursuing a career PR/Communications
- An example of a strong campaign, initiative, volunteer activity or paper that shows his/her passion for the field and potential talent as a professional

For the Intern of the Year categories, interns need to work at a corporation, PR firm, public affairs agency, association, nonprofit, publicity firm, government organization, or independent/consulting firm. Interns need to be nominated by their employer. Employers must provide a 200-300 word description as to why this intern is deserving of this honor, including the intern's resume. Please highlight the following in your nomination:

- Excellence in professional achievement in PR & communications
- A demonstrated interest in pursuing a career PR/Communications
- An example of a strong campaign, initiative, volunteer activity that shows his/her passion for the field and potential talent as a professional

If You Are Sending Your Entry

- Completed entry form
- Entry fee (payable to PR News)
- Five copies of your synopsis
- Four copies of any supporting materials, including testimonials
- Resume/Curriculum—Optional

Where to Send Entries

Mary-Lou French, PR News PR People Awards, Access Intelligence, LLC, c/o PR News, 4 Choke Cherry Road, 2nd Floor, Rockville, MD 20850. Please indicate in the left corner of the package the categories you are entering.

Entry Fees

The price for each entry is \$300. The Student of the Year and Intern of the Year categories are \$200 each. Late entry surcharge of \$199 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

Receipts: Toyin Salau at tsalau@accessintel.com

W9 Forms: Kathy Chestnutt at kchestnutt@accessintel.com

Deadlines

All entries must be postmarked by September 14, 2012. For entries postmarked between September 7 and September 14, please add a \$199 late fee. No entries will be considered if postmarked after September 14. Award winners will be notified in October and will be honored during a luncheon in December 2012 in Washington D.C.

Sponsorship Information

For sponsorship of the PR News PR People Awards and Luncheon and the PR News Special Issue, please contact PR News VP & Group Publisher, Diane Schwartz at 212-621-4964 or dschwartz@accessintel.com.

FAQ

How are the entries judged?

Entries are judged by a blue-chip panel of PR executives, as well as by the staff of PR News. We evaluate your entry based on the criteria listed in the "Compiling Your Entry" section.

Who is eligible to win an award?

Any communications professional worldwide—corporate, agency, non-profit, academic institutions.

When and where will the reception be held?

The winners will receive their award during a luncheon in December 2012 in Washington, D.C.

Can I enter myself in the awards?

Yes, be your own best PR person, enter yourself.

Can I enter more than one person?

Yes. Multiple entries are accepted.

Do you return my entry packet?

PR News will not return any entries or supporting materials.

How do I win an award?

Be sure to provide us with as many concrete examples of achievements. Keep in mind that our industry is filled with "good" PR professionals—we're looking for the "great" ones.

When will I be notified about the status of my entry?

You will be directly contacted by PR News staff regarding your entry only if you are named a finalist in the award program. Finalists are notified 45-60 days in advance of the awards luncheon.

What is your Tax ID Number?

52-2270063

Additional questions?

Contact Awards Coordinator, Saun Sayamongkhun at saun@accessintel.com; 301-354-1694.

