CSR Awards

How are the entries judged?
Entries are judged by a blue chip panel of corporate, agency and academic executives as well as by the staff of PR News. We evaluate your entry based on creativity, innovation, sound planning, implementation and outcomes. The most important criterion is proven success in aligning your strategic objectives with your end goals.

When will I be notified about the status of my entry?
You will be contacted by PR News staff regarding your entry only if you are named a finalist in the award program. Finalists will be notified in late January 2008 and announced in PR News and prnewsonline.com.

Can I enter my campaign in more than one category?
Yes. Please include separate written entries for each category. Also, there is no limit to number of campaigns you can enter.

How do I increase my chances of winning an award?
Emphasize the goals of your campaign as well as your campaign’s achievements in your introduction. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign or ongoing initiative.

MUST WE INCLUDE OUR CAMPAIGN BUDGET?
It’s not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. All information is confidential and will not be published.

What is your tax ID number?
52-22-70063
Corporate Social Responsibility is one of the key benchmarks of an organization’s overall success and reputation in the marketplace. PR News’ CSR Awards recognize the corporations and their partners that have executed highly successful and impactful CSR campaigns in the past 12 months. These awards recognize both the communications surrounding a CSR initiative and the initiative itself, depending on the category you enter. Additionally, for the first time, the awards program recognizes the CSR leaders within your organization. It's time for you and your team to get recognized for your CSR efforts and to shine a spotlight on the people driving your CSR success.

Who Should Enter?
PR News’ CSR Awards are open to all individuals and teams worldwide at for-profit and non-profit organizations including: corporations, PR firms, marketing firms, public affairs agencies, IR agencies, publicity firms, associations, government teams, NGOs and practitioners.

National and International Recognition
PR News CSR Awards winners will gain:

- A crystal award.
- Recognition in PR News.
- Profile in PR News CSR issue.
- Coverage on www.prnewsonline.com and link to the winner's Web Site.
- Exposure through press announcements.
- Profiled in PR News’ CSR Guidebook
- Recognition of CSR Awards Luncheon in March 2008 at the National Press Club

Eligibility
To be eligible, the campaign or PR initiative must have taken place (either in part or in full) between November 1, 2006, and November 30, 2007. Some of the work may have occurred during this time, but it's not necessary for it to be completed during the eligibility period, and it can be ongoing. Any communications team worldwide — corporate, agency, association, governmental agency or nonprofit — of any size is eligible to enter.

How To Enter
Compiling Your Entry
At the beginning of your 2-page synopsis, the following information must be listed:

- Category entered
- Title of entry (as it would appear on your award)
- Key contact for entry
- Organization submitting entry
- Budget (where applicable)
(All budget information is strictly confidential and will not be published without expressed permission.)

Supporting Materials
Supporting materials should show evidence of the success of your work. It can be any of the following CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Brochures.

Send Your Entry
- 5 copies of your completed entry form
- 10 copies of your synopsis
- 1 copy of any supporting materials
- Entry fee

HOW TO ENTER

Evaluation of Success/Results/RBI
* See website for CSR Pioneers criteria.

“Overall Leader” Categories
When submitting an entry in this category, please outline in 2 pages maximum) the CSR efforts of your organization, including but not limited to CSR best practices and CSR communications. Include specific initiatives that took place in the past 12 months that may still be ongoing.

Supporting Materials
Supporting materials should show evidence of the success of your work. It can be any of the following CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Brochures.

Sends Your Entry
- 5 copies of your completed entry form
- 10 copies of your synopsis
- 1 copy of any supporting materials
- Entry fee

Multiple entries are accepted and encouraged. A single entry can be entered into one or more categories. Please follow the “How To Enter” instructions for each additional category you will be entering.

Send Entries To
Lana Zeikler, PR News CSR Awards, Access Intelligence, LLC, c/o PR News, 4 Choice Cherry Road, 2nd Floor, Rockville, MD 20850.

Please indicate in the left corner of the package the categories you are entering.

DEADLINES
Deadline: November 16, 2007 Late Deadline: November 28, 2007
All entries must be postmarked by Friday, November 16, 2007.

For entries postmarked between November 17, 2007, and November 28, 2007, please add a $15 late fee per entry.

For entries postmarked between November 17, 2007, and November 28, 2007, please add a $15 late fee per entry.

Finalists will be notified in January 2008.

Receipts: Toyin Salau at tsalau@accessintel.com

W9 Forms: Kathy Chestnutt at kchestnutt@accessintel.com

SPONSORSHIP INFORMATION
For sponsorship of the PR News CSR Awards and event, please contact Diane Schwartz at 212-621-4904 or dschwartz@accessintel.com.

ENTRY QUESTIONS
Please contact Awards Coordinator Sava Sayrengkhun at ssayrengkhun@accessintel.com; 301/354-1761.

A separate form must be completed for each entry. Please photocopy the entry form for multiple submissions. Full payment must accompany all entries. Please ensure you complete all sections below and provide all required details with your entry. This entry form can also be found at www.prnewsonline.com.