

CALL FOR ENTRIES

PR <sup>PRNews</sup> People  
Awards

**Deadline:** September 10, 2010  
Presented by PR News



RECOGNIZING  
PR INNOVATION  
& LEADERSHIP

Enter online: [www.prnewsonline.com/people](http://www.prnewsonline.com/people)

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## 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 All-Stars Issue, online and at an awards luncheon on November 30, 2010 at the National Press Club 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
- Account Representative of the Year
- Brand Marketer/Specialist of the Year
- Community Relations Professional of the Year
- Corporate Social Responsibility Leader
- Crisis Manager of the Year
- Digital Communications Leader of the Year
- Email Communicator of the Year
- Event Marketer/Communicator of the Year
- Government Communicator of the Year
- Human Resources Executive of the Year
- Internal Communicator of the Year
- Investor Relations/Financial Communications Executive of the Year
- MARCOM Person of the Year
- Marketer of the Year
- Measurement Expert/PR Analyst 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
  - Corporate
  - Nonprofit/Association
- Agency Executive of the Year
- PR Team Leader
- PR Trainer/Educator of the Year
- PR Writer of the Year
- Public Affairs Professional of the Year
- Publicist of the Year
- Speechwriter of the Year
- Social Media/Online Community Leader
- Spokesperson of the Year

### Out of the Box Awards:

- Risk Taker of the Year
- Tweeter of the Year
- Volunteer of the Year
- Lemonade Maker

### Student Awards:

- Student of the Year
- Intern 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 November 30, 2010, 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 All-Stars Issue in November 2010.



**DEADLINE: SEPTEMBER 10, 2010**

**LATE DEADLINE: SEPTEMBER 17, 2010**

**AWARDS LUNCHEON: NOVEMBER 30, 2010**

**Enter online: [www.prnewsonline.com/people](http://www.prnewsonline.com/people)**

## 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 in 2009. 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/people](http://www.prnewsonline.com/people))**

### Compiling Your Entry

Please include a 2- to 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 in 2009\*
  - 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 \$175 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

**Receipts:** Toyin Salau at [tsalau@accessintel.com](mailto:tsalau@accessintel.com)

**W9 Forms:** Kathy Chestnutt at [kchestnutt@accessintel.com](mailto:kchestnutt@accessintel.com)

### Deadlines

All entries must be postmarked by September 17, 2010. For entries postmarked between September 11 and September 17, 2010, please add a \$175 late fee. No entries will be considered if postmarked after September 17, 2010. Award winners will be notified in August and will be honored during a luncheon on November 30, 2010 at the National Press Club in Washington D.C.

### Sponsorship Information

For sponsorship of the PR News PR People Awards and Luncheon and the PR News All-Stars Issue, please contact PR News VP & Group Publisher, Diane Schwartz at 212-621-4964 or [dschwartz@accessintel.com](mailto: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 on November 30, 2010 at the National Press Club 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 in 2009. 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 301-354-1610; [saun@accessintel.com](mailto:saun@accessintel.com).



# PR News PR People Awards Entry Form

## Deadline: September 10, 2010

Enter online at [www.prnewsonline.com/people](http://www.prnewsonline.com/people)

### 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](http://www.prnewsonline.com).

### Categories *(check all categories being entered)*

- Account Director or Supervisor of the Year
- Account Representative of the Year
- Brand Marketer/Specialist of the Year
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#### Student Awards:

- Student of the Year
- Intern of the Year

*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 \_\_\_\_\_

Name of NOMINATOR \_\_\_\_\_ (Title, Company) (Skip if self nominating)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

### Entry Fee

Entry: \$300each	\$300 each	\$	
Student/Intern of the Year Entry: \$200 each	\$200 each	\$	
Late Entry fee: \$175 per entry	\$175 each	\$	
	Total	\$	

The late entry fee must be applied to each individual entry postmarked between June 12 and June 18, 2010.\*Payment in full must accompany the entry.

### Payment options

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

Credit Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Print name of cardholder \_\_\_\_\_

Signature \_\_\_\_\_

Receipts: Toyin Salau at [tsalau@accessintel.com](mailto:tsalau@accessintel.com)  
 W9 Forms: Kathy Chestnutt at [kchestnutt@accessintel.com](mailto: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](mailto:mfrench@accessintel.com)  
 PR News' PR People Awards  
 Access Intelligence, LLC  
 4 Choke Cherry Rd, 2nd Floor  
 Rockville, MD 20850