

PR News' Legal PR Awards

CALL FOR ENTRIES

Entry Deadline: December 4, 2009

Late Entry Deadline: December 11, 2009

Presented by PR News

Saluting Excellence in Litigation and Law Firm Communications

Enter at www.prnewsonline.com/legal

THE BENCHMARK IN LEGAL & LITIGATION COMMUNICATIONS EXCELLENCE

Whether it's communicating the delicate terms of a merger or acquisition or gaining positive media exposure for a community event, communicators at law firms or communicators in the midst of a lawsuit have a distinct challenge—and their PR accomplishments often go unrecognized. PR News' Legal PR Awards afford the opportunity to get PR for your PR, to be recognized for the tremendous progress that marketing and communications professionals like yourself have made. The winners of the PR News' Legal PR Awards will reflect the creativity, business savvy and media relations expertise of communicators and marketers worldwide.

We look forward to seeing your entry and saluting the best PR efforts of the year.

Award Categories:

For Law Firms:

- Annual Report
- Best Spokesperson During Crisis
- Client Newsletter
- Community Relations
- Crisis Communications
- In-House PR Professional
- Legal PR Blog
- Marketing Communications
- Media Coverage
- Media Event
- Social Media & Online Communications
- Social Responsibility or Philanthropy

For Corporations, Agencies, Nonprofits:

- Best Litigation Communications
- Best PR-Legal Counsel Team
- Best Spokesperson During Litigation or Crisis
- Best Use of Social Media During Crisis
- Crisis Management/Crisis Response
- Media Relations During Litigation or Crisis
- Press Release

Descriptions of categories can be found at www.prnewsonline.com/legal

WHO SHOULD ENTER?

PR News' Legal PR Awards are open to all PR and marketing executives and teams worldwide. For the law firm categories, campaigns and/or programs being entered can be a collaboration between an agency and law firm client or solely from a law firm.

NATIONAL AND INTERNATIONAL RECOGNITION

PR News' Legal PR Award winners will gain:

- A Crystal Award.
- Recognition in PR News.
- Promotion via a profile in PR News.
- Coverage on PR News Online.
- A link to the winner's Web Site—plus an exclusive page for winners on prnewsonline.com.
- Exposure through press announcements.

ELIGIBILITY PERIOD

The campaign or crisis response must have been executed (either in part or full) between January 1, 2009 to December 12, 2009. Some of the work or response must have occurred during this time, but it's not necessary for it to be completed during the eligibility period, and it can be on-going.

The Legal PR Awards are open to all individuals and teams worldwide at:

- Law Firms
- PR Firms
- Corporations
- Nonprofits
- Government Agencies

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 (All budget information is strictly confidential and will not be published without expressed permission.)

* There are no binder specifications when compiling your entry.

YOUR WRITTEN ENTRY

Within your 2-page synopsis, please describe your campaign or PR initiative using the following:

- Objectives/Research
- Evaluation of Success/Results/ROI
- Strategy

SUPPORTING MATERIALS

Supporting Materials should show evidence of the success of your work. It can be any of the following: Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents, Web Sites/URLs and Testimonials.

Send THREE copies of your entry form, TEN copies of your synopsis, ONE copy of supporting materials and the entry fee.

PR News will not return any entries or supporting materials.

SENDING YOUR ENTRY

- Completed entry form
- Entry fee (payable to Access Intelligence)
- Five copies of your entry form
- Ten copies of your synopsis
- One copy of any supporting materials

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

SEND ENTRIES TO

Mary-Lou French, PR News' Legal PR 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.

DEADLINES

Deadline: December 4, 2009 • Late Deadline: December 11, 2009

All entries must be postmarked by Friday, December 4, 2009. Entries postmarked between December 5, 2009 and December 11, 2009, please add a \$160 late fee per entry.

Finalists will be notified in late February 2010.

ENTRY FEES

The price of each entry is \$290. Late entry surcharge of \$160 per category entered. Payment in full must accompany the entry. Entry fees are not refundable.

SPONSORSHIP INFORMATION

For sponsorship of the PR News' PR Legal Awards and special issue, please contact VP/Group Publisher, Diane Schwartz at 212-621-4964 or dschwartz@accessintel.com.

ENTRY QUESTIONS

Contact Awards Coordinator Saun Sayamongkhun at ssayamongkhun@accessintel.com; 301-354-1610.

PR LEGAL AWARDS FAQs

HOW ARE THE ENTRIES JUDGED?

Entries are judged by a blue chip panel of communications consultants, educators and PR executives, as well as by the staff of PR News. We evaluate your entry based on creativity, innovation, sound planning and implementation. Our 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 are notified 60-90 days after the late deadline. The list of finalists will also appear on prnewsonline.com.

HOW DO I INCREASE MY CHANCES OF WINNING AN AWARD?

Emphasize the goals of your campaign or crisis response, 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.

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.

Enter online at www.prnewsonline.com/legal today!

PR News' Legal PR Awards Entry Form

Deadline: December 4, 2009

A separate form must be completed for each entry. Please photocopy 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.

Name of Company (Please Print Clearly)			
Type of Company			
Address	City	State	Zip
Key Contact for Entry (Please Print Clearly)		Job Title	Phone
Address		City	State
Email Address (Please Print Clearly)			

- ✘ Don't forget to include all supporting material (press clippings, videos, cds, Web site etc.) Indicate which category you are entering and include the appropriate entry fee payment.

Entry Fee

Regular fee:	_____ @ \$290 per entry	\$ _____
Late entry fee:	_____ @ \$160 per entry	\$ _____
Total		\$ _____

Payment Options

<input type="radio"/> Check <input type="radio"/> Money Order <input type="radio"/> Mastercard <input type="radio"/> Visa <input type="radio"/> Discover <input type="radio"/> American Express	
Credit Card #	
Card Holder (please print clearly)	Exp. Date
Signature	
Date	

Categories You Are Entering:

For Law Firms:

- Annual Report
- Best Spokesperson During Crisis
- Client Newsletter
- Community Relations
- Crisis Communications
- In-House PR Professional
- Legal PR Blog
- Marketing Communications
- Media Coverage
- Media Event
- Social Media & Online Communications
- Social Responsibility or Philanthropy

For Corporations, Agencies, Nonprofits:

- Best Litigation Communications
- Best PR-Legal Counsel Team
- Best Spokesperson During Litigation or Crisis
- Best Use of Social Media During a Crisis
- Crisis Management/Crisis Response
- Media Relations During Litigation or Crisis
- Press Release

Entry fees are not refundable. Access Intelligence, LLC Federal ID#: 52-22-70063

www.prnewsonline.com