

CALL FOR ENTRIES

**PR** <sup>PRNews</sup> **People**  
Awards

**Deadline:** June 15, 2005  
Presented by PR News



RECOGNIZING  
PR INNOVATION  
& LEADERSHIP

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

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2005

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## RECOGNIZING PR LEADERSHIP & INNOVATION

With the PR People Awards, *PR News* pays tribute to the diligence, creativity and smarts of communications professionals from companies large and small, PR firms and nonprofits. The award categories run the gamut from PR Professional of the Year at a corporation to the Top Crisis Communicator of the Year to the person with the most media relations savvy. The PR People Awards, presented by one of the industry's most-read publications, *PR News*, gives you the opportunity to be recognized, whether it's for a single campaign, an ongoing initiative or your overall communications strategy. Winners will be honored during the *PR News* Awards Luncheon at the Grand Hyatt Hotel in New York City on October 20, 2005.

### 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 a colleague. All entries will be held in strict confidence.

- Account Executive of the Year
- Brand Marketer of the Year
- Community Relations Executive of the Year
- Media Relations Professional of the Year
- PR Professional of the Year: Agency
- PR Professional of the Year: Corporate
- PR Professional of the Year: Education System
- PR Professional of the Year: Financial/Investor Relations
- PR Professional of the Year: Government
- PR Professional of the Year: Nonprofit/Association
- PR Team Leaders
- Public Affairs Executive of the Year
- Top Crisis Communicator of the Year
- Lifetime Achievement Award

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

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

## NATIONAL AND INTERNATIONAL RECOGNITION

*PR News* PR People Awards winners will gain:

- Recognition at Awards Luncheon 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 October 2005.
- Coverage on prnewsonline.com and a link to the winner's Web site—plus an exclusive page for winners on prnewsonline.com
- Exposure through press announcements.

## GENERAL ENTRY RULES: ELIGIBILITY

The *PR News* 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, and independent/consulting firms.

**Eligibility Period**—judges will review each person's achievements in 2004. However, overall achievements over a period of time will be considered, and single, one-time campaigns with outstanding results will be equally considered. Lifetime achievement awards span one's career.

## 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 2004\*
  - 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

## SENDING YOUR ENTRY

- Completed entry form
- Entry fee (payable to PR News)
- Five copies of your synopsis
- Three copies of any supporting materials
- Photograph of nominee
- Resume/Curriculum—Optional

\* For lifetime achievement, accomplishments over career.

## SEND ENTRIES TO

Lana Zekster, *PR News* PR People Awards, Access Intelligence, LLC, c/o PR News, 1201 Seven Locks Road, Suite 300, Potomac, MD 20854. Please indicate in the left corner of the package the categories you are entering.

**DEADLINE: JUNE 15 • LATE DEADLINE: JUNE 29**

## ENTRY FEES

The price for each entry is \$260. Late entry surcharge of \$125 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:** Joy Glover at [jglover@accessintel.com](mailto:jglover@accessintel.com)

## DEADLINES

All entries must be postmarked by, Wednesday June 15, 2005. For entries postmarked between June 16, 2005 and June 29, 2005, please add a \$125 late fee. No entries will be considered if postmarked after June 29, 2005. Award winners will be notified in early August and will be honored during a luncheon at the Grand Hyatt in New York City on October 20, 2005.

## SPONSORSHIP INFORMATION

For sponsorship of the *PR News* PR People Awards and Luncheon and the *PR News* All-Stars issue, please contact Publisher, Diane Schwartz at 301-354-1761 or [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com).

## FAQ

### 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 the criteria listed in the “Compiling Your Entry” section.

### WHO IS ELIGIBLE TO WIN AN AWARD?

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

### WHEN AND WHERE WILL THE RECEPTION BE HELD?

The winners will receive their award during a luncheon at the Grand Hyatt in New York City on October 20, 2005.

### CAN I ENTER MYSELF IN THE AWARDS?

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

### CAN I ENTER MORE THAN PERSON?

Yes. Multiple entries 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 2004. 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 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?

52-178-4832

### ADDITIONAL QUESTIONS?

Contact Amy Jefferies at [ajefferies@accessintel.com](mailto:ajefferies@accessintel.com)



# PR NEWS PR PEOPLE AWARDS ENTRY FORM

## DEADLINE: JUNE 15, 2005

### 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. This entry form can also be found at [www.pnewsonline.com](http://www.pnewsonline.com).

### CATEGORIES

- Account Executive of the Year
- Brand Marketer of the Year
- Community Relations Executive of the Year
- Media Relations Professional of the Year
- PR Professional of the Year: Agency
- PR Professional of the Year: Corporate
- PR Professional of the Year: Education System
- PR Professional of the Year: Financial/Investor Relations
- PR Professional of the Year: Government
- PR Professional of the Year: Nonprofit/Association
- PR Team Leader
- Public Affairs Executive of the Year
- Top Crisis Communicator of the Year
- Lifetime Achievement Award

Name of NOMINEE and full contact information \_\_\_\_\_

Address \_\_\_\_\_

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

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

Name of NOMINATOR and full contact information \_\_\_\_\_

Address \_\_\_\_\_

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

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

### ENTRY FEE

Entry: \$260 each @ \$260 each \$ \_\_\_\_\_

Late Entry fee: \$125 per entry @ \$125 each \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

The late entry fee must be applied to each individual entry postmarked between June 16 and June 29, 2005.

\*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: Joy Glover at [jglover@accessintel.com](mailto:jglover@accessintel.com)**

**Entry fees are not refundable. Access Intelligence—Tax ID #52-178-4832**  
**One total payment for all entries is recommended.**