

PR News' CSR Awards Entry Form

Deadline: November 7, 2014

Enter online at www.prnewsonline.com/csr2014

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/csr2014.

Categories (check all categories being entered)

- | | |
|--|---|
| <input type="radio"/> Annual Report | <input type="radio"/> Media Relations |
| <input type="radio"/> Blog | <input type="radio"/> Nonprofit/Corporate Partnership |
| <input type="radio"/> Cause Branding Campaign | <input type="radio"/> Philanthropy Communications |
| <input type="radio"/> Community Affairs | <input type="radio"/> Pro Bono Campaign |
| <input type="radio"/> Corporate-Community Partnership | <input type="radio"/> Product Design/Redesign |
| <input type="radio"/> CSR on a Shoestring | <input type="radio"/> Recycling Program |
| <input type="radio"/> Diversity Communications | <input type="radio"/> Social Good |
| <input type="radio"/> Employee Relations | <input type="radio"/> Social Media Campaign |
| <input type="radio"/> Employee Volunteer Program | <input type="radio"/> Twitter Communications |
| <input type="radio"/> Environmental Stewardship | <input type="radio"/> Stakeholder Engagement |
| <input type="radio"/> Event: CSR/Green Focus | <input type="radio"/> Supplier/Vendor Partner of the Year |
| <input type="radio"/> Facebook Communications Campaign | <input type="radio"/> Sustainability/CSR Report |
| <input type="radio"/> Green PR Campaign | <input type="radio"/> Video Initiative |
| <input type="radio"/> Hall of Fame | <input type="radio"/> Volunteer Program |
| <input type="radio"/> Human Rights/Social Justice Communications | <input type="radio"/> Workplace Innovation |

People Category:

- CSR Professional of the Year

Agency Category:

- CSR A-List

Corporations (Overall CSR Leaders)

Categories:

- Overall Leader in CSR Practices - Corporation with less than 1,000 employees
- Overall Leader in CSR Practices - Corporation with between 1,000 and 10,000 employees
- Overall Leader in CSR Practices - Corporation with between 10,000 and 25,000 employees
- Overall Leader in CSR Practices - Corporation with more than 25,000 employees

Name of Campaign, Corporation (For Leader Category) or Executive

Name/Job Title

Company

Address

City

State

Zip

Phone

Fax

E-Mail

Entry Fee

Entry: \$350 each	\$350 each	\$ _____
Secondary Entry Fee: \$225 each	\$225 each	\$ _____
Late Entry fee: \$225 per entry	\$225 each	\$ _____
	Total	\$ _____

The late entry fee must be applied to each individual entry postmarked between November 8 and November 14, 2014.

*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

PRNews
CSR Awards
Corporate Social Responsibility

Deadline: November 7, 2014
Presented by PR News

**CELEBRATING
THE BEST
IN CSR**

www.prnewsonline.com/csr2014

Recognizing PR Leadership & Innovation

Corporate social responsibility is an essential building block of organizations' annual business plans. It enhances reputation and builds positive bridges to communities, customers and the public at large—and in so doing affects the bottom line. The sweeping nature of social networking has only magnified the influence corporate social responsibility programs can have on brand reputation.

Award Categories

Winners will be recognized in the following categories:

- | | |
|--|---|
| <input type="radio"/> Annual Report | <input type="radio"/> Media Relations |
| <input type="radio"/> Blog | <input type="radio"/> Nonprofit/Corporate Partnership |
| <input type="radio"/> Cause Branding Campaign | <input type="radio"/> Philanthropy Communications |
| <input type="radio"/> Community Affairs | <input type="radio"/> Pro Bono Campaign |
| <input type="radio"/> Corporate-Community Partnership | <input type="radio"/> Product Design/Redesign |
| <input type="radio"/> CSR on a Shoestring | <input type="radio"/> Recycling Program |
| <input type="radio"/> Diversity Communications | <input type="radio"/> Social Good |
| <input type="radio"/> Employee Relations | <input type="radio"/> Social Media Campaign |
| <input type="radio"/> Employee Volunteer Program | <input type="radio"/> Twitter Communications |
| <input type="radio"/> Environmental Stewardship | <input type="radio"/> Stakeholder Engagement |
| <input type="radio"/> Event: CSR/Green Focus | <input type="radio"/> Supplier/Vendor Partner of the Year |
| <input type="radio"/> Facebook Communications Campaign | <input type="radio"/> Sustainability/CSR Report |
| <input type="radio"/> Green PR Campaign | <input type="radio"/> Video Initiative |
| <input type="radio"/> Hall of Fame | <input type="radio"/> Volunteer Program |
| <input type="radio"/> Human Rights/Social Justice Communications | <input type="radio"/> Workplace Innovation |

People Category:

- CSR Professional of the Year

Agency Category:

- CSR A-List

Corporations (Overall CSR Leaders) Categories:

- | | |
|--|---|
| <input type="radio"/> Overall Leader in CSR Practices - Corporation with between 1,000 and 10,000 employees | <input type="radio"/> Overall Leader in CSR Practices - Corporation with less than 1,000 |
| <input type="radio"/> Overall Leader in CSR Practices - Corporation with between 10,000 and 25,000 employees | <input type="radio"/> Overall Leader in CSR Practices - Corporation with more than 25,000 employees |

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 CSR Awards winners will gain:

- Recognition at an Awards Luncheon in spring 2015, honoring the winners and honorable mentions
- A crystal award
- Recognition in PR News
- Recognition in press releases and e-letter
- Recognition in the Event Program Guide



DEADLINE: NOVEMBER 7, 2014
LATE DEADLINE: NOVEMBER 14, 2014
AWARDS LUNCHEON: SPRING 2015

Enter Online at www.prnewsonline.com/csr2014!

General Entry Rules:

Eligibility

To be eligible, the campaign or PR initiative must have taken place (either in part or in full) between November 1, 2013, and November 7, 2014. Some of the work must 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

(You can mail your entry or enter online at www.prnewsonline.com/awards/csr2014)

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 w/o expressed permission.)

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

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

**For all mailed entries, please provide three (3) copies of all materials including your synopsis.*

People Category

When submitting an entry in this category, please outline (in 2 pages maximum) your CSR efforts, 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.

Agency Category

Entrants should submit supporting materials including client testimonials, a summary of successfully executed CSR programs going back at least two years (clearly detailing campaign objectives and measures of success) and unique CSR best practices the agency applies to all its corporate responsibility initiatives.

Corporation 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: direct web addresses/URLs, sales figures, brand media coverage, clippings, photos, research documents and testimonials.

Where to Send Entries

Mary-Lou French, PR News CSR 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 of each primary entry is \$350. If you are submitting a secondary entry of the same campaign into one or more categories the price will be \$225. Late entry surcharge of \$225 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

Receipts: Toyin Salau at tsalau@accessintel.com

W9 Forms: Saun Sayamongkhun at 301-354-1694; saun@accessintel.com.

Deadlines

All entries must be postmarked by November 14, 2014. For entries postmarked between November 8 and 14, please add a \$225 late fee. No entries will be considered if postmarked after November 14. Award winners will be notified in December and will be honored during a luncheon in Spring 2015.

Sponsorship Information

For sponsorship of the PR News PR People Awards and luncheon and the PR News issue, please contact PR News' SVP & 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 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 December 2014 and announced in PR News and www.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 Federal tax ID number?

52-2270063

Additional questions?

Contact Awards Coordinator, Kristina McHale at kmchale@accessintel.com; 301-354-1609