

**PRNews**  
**CSR Awards**  
*Corporate Social Responsibility*

Presented by *PR News*  
Recognizing Outstanding Corporate Citizenship  
and CSR Communications

Entry Deadline: November 14, 2008  
Enter Online: [www.prnewsonline.com/CSR](http://www.prnewsonline.com/CSR)



# CSR Awards *FAQS*

## 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 2009 and announced in PR News and on 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 All information is confidential and will not be published.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



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**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, 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. You can enter below or go to [www.prnewsonline.com/CSR](http://www.prnewsonline.com/CSR) to enter.

## 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.

## CATEGORIES

**DEADLINE: NOVEMBER 14, 2008**

- Annual Report
- Business Ethics Communications
- Cause Branding Campaign
- Community Affairs
- Corporate-Community Partnership
- Diversity Communications
- Employee Relations
- Employee Volunteer Program
- Environmental Stewardship
- Green PR Campaign
- Human Rights Communications
- Media Relations
- Nonprofit/Corporate Partnership
- Philanthropy Communications
- Product Design/Redesign
- Stakeholder Engagement
- Overall Leader in CSR Practices:
  - Corporation with less than 1,000 employees
  - Corporation with between 1,000 and 25,000 employees
  - Corporation with more than 25,000 employees
- CSR Pioneers of the Year:
  - CEO
  - COO
  - Communicator/PR Professional
  - Marketer
  - Community Relations Executive
  - CSR Executive

**The CSR Winner & Honorable Mentions will be announced in March 2009 at the Awards Luncheon.**

### 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, 2007, and November 30, 2008. 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/CSR](http://www.prnewsonline.com/CSR))

#### Compiling Your Entry

Enter as many categories as you like, but please tailor your entry to the category you are entering. For each entry, please provide a 2-page synopsis of your campaign or initiative that includes:

- 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.)

\* If you are mailing your entry, there are no binder specifications when compiling your entry.

#### Your Synopsis

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

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

#### "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.

\* See website for CSR Pioneers criteria.

#### 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 Testimonials.

#### IF YOU ARE SENDING YOUR ENTRY

##### (Please send)

- 5 copies of your completed entry form
- 10 copies of your synopsis
- 3 copies of any supporting materials per category entered
- 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.

#### Where To Send Entry

Lana Zektser, 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.

#### DEADLINES

**Deadline:** November 14, 2008

**Late Deadline:** November 21, 2008

All entries must be **postmarked** by Friday, November 14, 2008.

If you submit the same entry into multiple categories, the additional fee is \$145 per category.

For entries postmarked between November 15, 2008, and November 21, 2008, please add a \$150 late fee per entry. Finalists will be notified in January 2009.

#### 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](http://www.prnewsonline.com) and a link to the winner's Web Site.
- Exposure through press announcements.
- Profiled in PR News' CSR Guidebook
- Recognition at CSR Awards Luncheon in March 2009 at the National Press Club in DC.

#### Sponsorship Information

For sponsorship of the PR News CSR Awards Issue and event, please contact Diane Schwartz at 212-621-4964 or [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com).

#### Entry Questions

Please contact Awards Coordinator Saun Sayamongkhun at [ssayamongkhun@accessintel.com](mailto:ssayamongkhun@accessintel.com); 301/354-1610.

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

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

## ENTRY FORM

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. You can also enter online at [www.prnewsonline.com/CSR](http://www.prnewsonline.com/CSR).

### Categories

- |  |   |   |   |  |
|--|---|---|---|--|
| <input type="radio"/> Annual Report                  | <input type="radio"/> Corporate-Community Partnership | <input type="radio"/> Green PR Campaign               | <input type="radio"/> Overall Leader in CSR Practices                     | <input type="radio"/> CSR Pioneers of the Year:      |
| <input type="radio"/> Business Ethics Communications | <input type="radio"/> Diversity Communications        | <input type="radio"/> Human Rights Communications     | <input type="radio"/> Corporation with less than 1,000 employees          | <input type="radio"/> CEO                            |
| <input type="radio"/> Cause Branding Campaign        | <input type="radio"/> Employee Relations              | <input type="radio"/> Media Relations                 | <input type="radio"/> Corporation with between 1,000 and 25,000 employees | <input type="radio"/> COO                            |
| <input type="radio"/> Community Affairs              | <input type="radio"/> Employee Volunteer Program      | <input type="radio"/> Nonprofit/Corporate Partnership | <input type="radio"/> Corporation with more than 25,000 employees         | <input type="radio"/> Communicator                   |
|  | <input type="radio"/> Environmental Stewardship       | <input type="radio"/> Philanthropy Communications     |   | <input type="radio"/> Marketer                       |
|  |   | <input type="radio"/> Product Design/Redesign         |   | <input type="radio"/> Community Relations Executives |
|  |   | <input type="radio"/> Stakeholder Engagement          |   | <input type="radio"/> CSR Executive                  |

#### Don't Forget To:

- Include all supporting material
- Indicate which category you are entering
- Include the appropriate entry fee payment

#### Entry Fee (fill out a separate entry form for additional entries)

- \$290 each \$\_\_\_\_\_  Late Entry Fee: \$150 \$\_\_\_\_\_
- (for entries sent between November 15, 2008 and November 21, 2008, please add the late fee)
- Secondary entry of same campaign into additional categories: \$145 each \$\_\_\_\_\_
- Total Payment \$\_\_\_\_\_

**Payment Options:**  Check  MasterCard  VISA  AMEX  Discover

Credit Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Access Intelligence, LLC Federal Tax ID #: 52-22-70063

Checks payable to Access Intelligence.

**ENTER ONLINE:**  
[www.prnewsonline.com/CSR](http://www.prnewsonline.com/CSR)

### Entry Form (Please Print Clearly or Type)

(PLEASE PRINT CLEARLY OR TYPE)

Name of Company \_\_\_\_\_

Key Contact for Entry \_\_\_\_\_

Name of Campaign, Corp (for leader category) or Pioneer \_\_\_\_\_ Duration(Year) \_\_\_\_\_

Address \_\_\_\_\_

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

Country \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ e-mail \_\_\_\_\_