

CALL FOR ENTRIES

PR ^{PRNews} **People**
Awards

Deadline: June 23, 2008
Presented by PR News



**RECOGNIZING
PR INNOVATION
& LEADERSHIP**

www.prnewsonline.com

PR News PR People Awards Entry Form

Deadline: June 23, 2008

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 downloaded at www.prnewsonline.com.

Categories

- | | | |
|--|---|---|
| <input type="radio"/> Account Executive of the Year | <input type="radio"/> Event Marketer of the Year | <input type="radio"/> PR Professional of the Year: Nonprofit/Assoc. |
| <input type="radio"/> Agency Executive of the Year | <input type="radio"/> Investor Relations Professional of the Year | <input type="radio"/> PR Team Leader |
| <input type="radio"/> Brand Marketer of the Year | <input type="radio"/> Measurement/Research Expert of the Year | <input type="radio"/> Public Affairs Executive of the Year |
| <input type="radio"/> Community Relations Professional of the Year | <input type="radio"/> Media Relations Professional of the Year | <input type="radio"/> Publicist of the Year |
| <input type="radio"/> Corporate Social Responsibility Leader | <input type="radio"/> PR Professional of the Year: Academic Institution | <input type="radio"/> Spokesperson of the Year |
| <input type="radio"/> Educator/Trainer of the Year | <input type="radio"/> PR Professional of the Year: Corporate | <input type="radio"/> Hall of Fame |

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	\$290 each	\$ _____
Late Entry fee: \$150 per entry	\$150 each	\$ _____
	Total	\$ _____

The late entry fee must be applied to each individual entry postmarked between June 24 and June 30, 2008.

*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

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.

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 6, 2008 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 Executive of the Year
- Agency Executive of the Year
- Brand Marketer of the Year
- Community Relations Professional of the Year
- Corporate Social Responsibility Leader
- Educator/Trainer of the Year
- Employee Relations Professional of the Year
- Event Marketer of the Year
- Investor Relations Professional of the Year
- Measurement/Research Expert of the Year
- Media Relations Professional of the Year
- PR Professional of the Year: Academic Institution
- PR Professional of the Year: Corporate
- PR Professional of the Year: Nonprofit/Association
- PR Team Leader
- Public Affairs Executive of the Year
- Publicist of the Year
- Spokesperson 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 6, 2008, 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 2008.
- Coverage on prnewsonline.com and a link to the winner's Web site—plus an exclusive page for winners on prnewsonline.com

DEADLINE: JUNE 23 • LATE DEADLINE: JUNE 30 • AWARDS LUNCHEON: NOV. 6, 2008

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, and independent/consulting firms. Vendors/Partners are also eligible in many categories.

Eligibility Period—judges will review each person's achievements in 2007.

However, overall achievements over a period of time will be considered, and single, one-time campaigns with outstanding results will be equally considered.

Hall of Fame 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 2007*
 - 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
- Four copies of any supporting materials, including testimonials
- Resume/Curriculum—Optional

* For Hall of Fame, accomplishments over career.

Send Entries to

Lana Zekster, *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 \$290. Late entry surcharge of \$150 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

Receipts: Toyin Salau at tsalau@accessintel.com

W9 Forms: Kathy Chestnutt at kchestnutt@accessintel.com

Deadlines

All entries must be postmarked by Monday, June 23, 2008. For entries postmarked between June 24, 2008 and June 30, 2008, please add a \$150 late fee. No entries will be considered if postmarked after June 30, 2008. Award winners will be notified in early August and will be honored during a luncheon on November 6, 2008 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.

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 6, 2008 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 2007. 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 ssayamongkhun@accessintel.com; 301-354-1610.

Sponsored by:

