

PRNews CSR Awards

Corporate Social Responsibility



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

CALL FOR ENTRIES

Entry Deadline —
November 16, 2007

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 2008 and announced in PR News and prnews.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 All information is confidential and will not be published.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



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, for the first time, 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.

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 16, 2007

- 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
- 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
 - Marketer
 - Community Relations Executives
 - CSR Executive

The CSR Winner & Honorable Mentions will be announced in March 2008 at the Awards Luncheon.

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 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 2008 at the National Press Club

Eligibility

To be eligible, the campaign or PR initiative must have taken place (either in part or in full) between November 1, 2006, and November 30, 2007. 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

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.)

** There are no binder specifications when compiling your entry.*

Your Written Entry

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

- Objectives
- Strategy
- Research
- Execution

- Evaluation of Success/Results/ROI

** See website for CSR Pioneers criteria.*

"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: CDs, Sales Figures, Brand Media Coverage, Clippings, Photos, Research Documents and Testimonials.

Sending Your Entry

- 5 copies of your completed entry form
- 10 copies of your synopsis
- 1 copy of any supporting materials
- 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.

Send Entries To

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 16, 2007

Late Deadline: November 28, 2007

All entries must be **postmarked** by Friday, November 16, 2007.

For entries postmarked between November 17, 2007, and November 28, 2007, please add a \$135 late fee per entry.

Finalists will be notified in January 2008.

Receipts: Toyin Salau at tsalau@accessintel.com

W9 Forms: Kathy Chestnutt at kchestnutt@accessintel.com

SPONSORSHIP INFORMATION

For sponsorship of the *PR News* CSR Awards and event, please contact Diane Schwartz at 212-621-4964 or dschwartz@accessintel.com.

ENTRY QUESTIONS

Please contact Awards Coordinator Saun Sayamongkhun at ssayamongkhun@accessintel.com; 301/354-1761.

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. This entry form can also be found at www.prnewsonline.com.

Categories

- 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
- Philanthropy Communications
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- Overall Leader in CSR Practices
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- CSR Pioneers of the Year:
 - CEO
 - COO
 - Communicator
 - Marketer
 - Community Relations Executives
 - 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)

- \$260 each \$_____ Late Entry Fee: \$135 \$_____ (for entries sent between November 17, 2007 and November 28, 2007, please add the late fee)

- 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.

12275

WWW.PRNEWSONLINE.COM

Entry Form (Please Print Clearly or Type)

(PLEASE PRINT CLEARLY OR TYPE)

Name of Company _____

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

Address _____

City _____ State _____

Country _____ Zip _____

Key Contact for Entry _____

Phone _____ e-mail _____

Sponsors:



Georgetown University's Master of Professional Studies (MPS) with concentrations in strategic public relations, corporate communications, and integrated marketing communications. For more information about the program visit scs.georgetown.edu or contact program manager, Ashley Duque Kienzle adk38@georgetown.edu. To provide case studies or get involved in the program as an industry mentor, guest lecturer or instructor, contact Associate Dean Denise Keyes dak36@georgetown.edu.