

CALL FOR ENTRIES

PR ^{PRNews} **People**
Awards

Deadline: July 24, 2009
Presented by PR News



**RECOGNIZING
PR INNOVATION
& LEADERSHIP**

Enter online: www.prnewsonline.com

Sponsored by:



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 December 1, 2009 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.

- | | |
|---|--|
| <input type="radio"/> Account Director or Supervisor of the Year | <input type="radio"/> PR Professional of the Year: |
| <input type="radio"/> Account Manager of the Year | <input type="radio"/> Academic Institution |
| <input type="radio"/> Agency Executive of the Year | <input type="radio"/> Corporate |
| <input type="radio"/> Brand Marketer/Specialist of the Year | <input type="radio"/> Nonprofit/Association |
| <input type="radio"/> Community Relations Professional of the Year | <input type="radio"/> PR Team Leader |
| <input type="radio"/> Corporate Social Responsibility Leader | <input type="radio"/> PR Trainer of the Year |
| <input type="radio"/> Crisis Manager of the Year | <input type="radio"/> Public Affairs Executive of the Year |
| <input type="radio"/> Digital Communications Leader of the Year | <input type="radio"/> Publicist of the Year |
| <input type="radio"/> Event Marketer/Communicator of the Year | <input type="radio"/> Spokesperson of the Year |
| <input type="radio"/> Government Communicator of the Year | Out of the Box Awards: |
| <input type="radio"/> Internal Communicator of the Year | <input type="radio"/> Risk Taker of the Year |
| <input type="radio"/> Investor Relations/Financial Communications Executive of the Year | <input type="radio"/> Twitterer of the Year |
| <input type="radio"/> Measurement/Research Expert of the Year | <input type="radio"/> Volunteer of the Year |
| <input type="radio"/> Media Relations Professional of the Year | <input type="radio"/> Lemonade Maker (Lemonade from Lemons Award) |
| <input type="radio"/> Media Trainer of the Year | <input type="radio"/> Hall of Fame—A Lifetime Achievement Award for Pioneers in the PR Field! |
| <input type="radio"/> PR Blogger of the Year | |

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 December 1, 2009, 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 2009.
- Coverage on prnewsonline.com and a link to the winner's Web site—plus an exclusive page for winners on prnewsonline.com

DEADLINE: JULY 24, 2009

LATE DEADLINE: JULY 31, 2009

AWARDS LUNCHEON: DECEMBER 1, 2009

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, independent/consultancies and vendors.

Eligibility Period—judges will review each person's achievements in 2008. 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.

How to Enter

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

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 2008*
 - 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

If You Are 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.

Where to Send Entries

Mary-Lou French, 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 \$160 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 July 24, 2009. For entries postmarked between July 25, 2009 and July 31, 2009, please add a \$160 late fee. No entries will be considered if postmarked after July 31, 2009. Award winners will be notified in August and will be honored during a luncheon on December 1, 2009 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 December 1, 2009 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 2008. 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.



Enter online: www.prnewsonline.com

PR News PR People Awards Entry Form

Deadline: July 24, 2009

Enter online at www.prnewsonline.com

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.

Categories *(check all categories being entered)*

- Account Director/Supervisor of the Year
- Account Manager of the Year
- Agency Executive of the Year
- Brand Marketer/Specialist of the Year
- Community Relations Professional of the Year
- Corporate Social Responsibility Leader
- Crisis Manager of the Year
- Digital Communications Leader of the Year
- Event Marketer/Communicator of the Year
- Government Communicator of the Year
- Internal Communicator of the Year
- Investor Relations/Financial Communications Executive of the Year
- Measurement/Research Expert of the Year
- Media Relations Professional of the Year
- Media Trainer of the Year
- PR Blogger of the Year
- PR Professional of the Year:
 - Academic Institution
 - Corporate
 - Nonprofit/Association
- PR Team Leader
- PR Trainer of the Year
- Public Affairs Executive of the Year
- Publicist of the Year
- Spokesperson of the Year

Out of the Box Awards:

- Risk Taker of the Year
- Twitterer of the Year
- Volunteer of the Year
- Lemonade Maker (Lemonade from Lemons Award)

Hall of Fame – A Lifetime Achievement Award for Pioneers in the PR Field!

Name of NOMINEE _____ (Title, Company)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Name of NOMINATOR _____ (Title, Company) (Skip if self nominating)

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-Mail _____

Entry Fee

Entry: \$290 each \$290 each \$ _____

Late Entry fee: \$160 per entry \$160 each \$ _____

Total \$ _____

The late entry fee must be applied to each individual entry postmarked between July 25 and July 31, 2009.

*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.

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