

Central Illinois Public Relations Association

2011 Awards

Pat Landen Award

This highlights an external campaign, and is usually something on a large scale.

Shoestring Campaign

Encouraging excellence among those with a modest budget, who shine on a budget of \$1,000 or less.

Stand Alone Piece

Have you produced something fantastically fabulous? Brochure, press release, flyer, etc? Let your light shine!

It's easy to submit for a PRA Award—just answer these questions and hand it over!

In your submission, please include the following information:

Write a brief synopsis of the award worthy campaign.

Be sure to answer these questions for each category in addition to the category specific questions:

- Why was this campaign successful?
- What innovative ideas were incorporated into this campaign?
- Is this a new campaign or ongoing? (For how long?)
- All contact information for nominator and nominee.

Pat Landen Award

What was the desired outcome of this campaign?

How was the community encouraged to participate?

What part did public support play in the successful effort?

You may submit sample of materials, including printed items, cds, DVDs, etc.

Shoestring Campaigns

Who did this campaign target?

How did in-kind donations help in this effort?

What was the total expenditure of this campaign?

Please submit samples of any supporting materials.

Standalone Piece

Please submit samples of any supporting materials.

Submission Information

One copy of your submission can be emailed to pracentillinois@gmail.com or dropped off in person to Ashley Spain at Midstate College, 411 West Northmoor Road, Peoria, IL 61614

Submissions must be received by 12 noon on April 20, 2012.

Let your work shine!

The Central Illinois Public Relations Association Awards are given annually to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. PRA Awards acknowledge the very highest level of achievement in Public Relations in Greater Peoria and are the established icon of the "best of the best" public relations practices.

Don't forget the fine print!

Nomination details and forms will also be made available on the PRA website.

Projects completed in 2011 and through March 2012 are eligible for nomination.

PRA Committee members will be available to answer questions regarding the application process.

The Awards will be presented at the May PRA Meeting.

Questions may be directed to pracentillinois@gmail.com.

PRA
PUBLIC RELATIONS
ASSOCIATION
OF CENTRAL ILLINOIS