

PUBLIC RELATIONS AWARD CRITERIA

By Ann Breckenridge, PR Committee Member

Get ready for CHANGE! Can you feel it in the air'? Great things are coming for BPW... and the P.R.

The Committee has some new ideas for this year! Following are the topics for awards, deadlines to turn in items for judging, criteria for judging, and Making Change: a change in awarding LOs for their fantastic public relations efforts and achievements! Please note that in categories where a PR Committee Judge is from the same local as a submission, an alternate judge will be used for that category when available. A sample judging sheet will be available for viewing at Mid Year Board.

Award deadlines are as follows:

1. Cyber Ad - Send to ARBPW@yahoo.com
2 weeks prior to each Region's Annual Conference
2. Cyber Newsflash - Issues Mgmt. opening registration. Send to ARBPW@yahoo.com.
3. Yearbooks - MYB opening registration.
4. Newsletters - Issues Mgmt, opening registration.
5. Scrapbooks, Media Books - State Conference on Friday by 5:00 p.m.