

Hear Ye! Hear Ye!

CALL FOR ENTRIES
Deadline March 22, 2012

CPRS PINNACLE AWARDS
A 21-gun salute to the best in PR
April 12, 2012

Officers' Mess
James St. Armoury
Hamilton

Revolutions begin with an idea, a cause or a new way of doing things. They can become revelations in the practice of public relations. It is time to share those revelations by submitting the best work you've completed over the last year. You could achieve victory with a Pinnacle Award or an Award of Merit.

Watch for more details about award criteria, entry work plan, the judging process and where to submit your entries. Meanwhile, review the categories and start preparing your submissions.

AWARD CATEGORIES

Deadline for entries: March 22, 2012
Members: \$50 per submission.
Students: \$25 per submission

Public Relations Programs

1. EXTERNAL COMMUNICATION

- a) Communication Management
- b) Marketing Communications
- c) Community Relations
- d) Corporate Identity
- e) Media Relations
- f) Issues/Crisis Management
- g) Government Relations

2. INTERNAL COMMUNICATION

3. STUDENT PROJECT AWARD

Communication Projects

- 4. SPECIAL EVENTS
- 5. AUDIO VISUAL PROJECTS
- 6. PRINT PROJECTS
- 7. ELECTRONIC & INTERACTIVE COMMUNICATIONS
- 8. WRITING

SPECIAL AWARDS — Deadline for entries:
March 27, 2012

No entry fee. Award criteria available on the CPRS website.

Bill Cockman Memorial Award of Excellence in PR
Student Award of Excellence
CPRS Hamilton PR Professional of the Year
CPRS Hamilton Mentorship Award
Dr. Louis J. Cahill Distinguished Service Award
Lorelei Kilgour Memorial Outstanding Practitioner Award

