

Individual Public Relations and Community Relations Projects

Description

Gold, Silver, and Bronze awards may be given for exceptional public relations and community relations projects created to reach and motivate constituencies internally and within your local community or larger publics.

Your project may include but is not limited to those that address:

- Internal and external audiences;
- Parents and grandparents;
- Projects to correct or increase awareness of a problem;
- Projects using volunteers;
- Government relations and advocacy programs;
- International constituencies;
- Local projects for newly arrived immigrants; and
- Projects focused on presidential activities.

Judging Criteria

Judges will look for:

- * Solid objectives and how they support your institution's mission;
- * Effective planning;
- * Need for the project;
- * Understanding of your target audiences(s);
- * Innovative and creative ideas;
- * Use of available resources; and
- * Results and impact of the project on your institution.