

Public Relations Award

1. The Regional Awards Committee Chairman shall send notification and entry forms to all local associations prior to December 1. The notification letter shall also include the names and addresses of the three (3) committee members that will judge the entries. The local association shall return one set of the completed entry, essay, and all required documentation to the chairman and each of the committee members listed, no later than February 1.
2. Each entry shall consist of:
 - a. An essay of not more than 1,000 words with particular emphasis on the criteria listed in this section.
 - b. Must be signed by the association president.
3. The committee shall assign the points to each entry based on the criteria/point system provided in item 6 of this section.
4. A plaque, medallion, or other memento will be presented to the winning association.
5. The Award shall be presented at the Regional Conference.

- | | <u>Point Value</u> |
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| 6. The points shall be based on: <ol style="list-style-type: none"> 1. Public relations activities, such as radio or TV public service announcements, newspaper or other type media announcements of meetings, newspaper articles or other type of media articles on individual association members, articles promoting the association's activities and programs. (This section will be judged based on the over-all activity of the association. A maximum of 25 points apply to this category) | 25 max points |
| <ol style="list-style-type: none"> 2. Program sponsored by the Public Relations Committee ie NAIW Week event, Industry Appreciation or Recognition programs, etc. | 20 points each |
| <ol style="list-style-type: none"> 3. CWC (Communicate with Confidence) course sponsored or co-sponsored by the association. | 20 points each |
| <ol style="list-style-type: none"> 4. CWC contestant in the state, regional, and national Speak-Off. Points apply individually to each level of competition. | 10 points each |
| <ol style="list-style-type: none"> 5. Association members speaking on insurance and/or association related subjects to other industry organizations. | 5 points each |

6. Association members speaker on insurance and/or association related subjects to non-insurance organizations. 10 points each

7. Community involvement programs (ie food drives for the needy, special holiday projects, donations to non-profit charities, projects to assist the homeless, etc) 10 points each

MINIMUM points required for eligibility 100 points

Note: Documentation must accompany the entry listing names, dates, organizations, copies of each article, printed programs and any other related data, otherwise points will not be given.

ENTRY FORM

PUBLIC RELATIONS AWARD

ASSOCIATION: _____ # OF MEMBERS AS OF 12/31/02. (Must agree with NAIW membership records)

Education Chairman: _____ Phone No. _____

President's Signature: _____ Phone No. _____

Note: Essay and documentation to cover the period from January 1, 2002 through December 31, 2002. Essay limited to 1,000 words or less. Documentation items do not count against the word limit. Use this form as the first page of your essay.