

2009 PRSA EXCALIBUR AWARDS -- CORRECTION/AWARD REORDER FORM

Congratulations on your 2009 PRSA Excalibur Award! If you would like an award correction or duplicate, please fill out the following information and ***e-mail it to lfrnka@piercom.com no later than July 26.*** Please direct questions to Laura Frnka via e-mail. The awards categories are attached for your assistance. ***We will notify you when the award reorders are available for pick-up.***

CONTACT INFO:

Name _____ **Company/Organization** _____

Phone _____ **E-Mail** _____

FREE CORRECTION:

You can request a FREE correction, if and only if, the text on the award certificate was different then the text you submitted to PRSA on the entry form. ***In those cases only,*** please fill out the following section and we will reprint ONE certificate for you.

Circle Award Won: Bronze Silver Gold Other _____

Type Award Recipients: _____

Type Company Info: _____

Type Entry Title: _____

Type in the Category: _____

Circle Award Won: Bronze Silver Gold Other _____

Type Award Recipients: _____

Type Company Info: _____

Type Entry Title: _____

Type in the Category: _____

Circle Award Won: Bronze Silver Gold Other _____

Type Award Recipients: _____

Type Company Info: _____

Type Entry Title: _____

Type in the Category: _____

DUPLICATE REORDERS/AWARD COPY CHANGES:

Duplicates and award copy changes are \$40 each and check or credit card payments are required in advance. For the \$40 fee, you will receive a complete 2009 Excalibur Award (framed certificate). To order, please fill out the following section:

Payment info:

Name on Card: _____

Card No. _____ ***Expiration*** _____

Billing Address of Card: _____ ***Zip*** _____ ***Security Code*** _____

TOTAL# of Awards Ordered _____ ***Amt to Charge:*** _____

Award info:

of Reorders for THIS award _____

Circle Award Won: Bronze Silver Gold Other _____

Type Award Recipients: _____

Type Company Info: _____

Type Entry Title: _____

Type in the Category: _____

Award info:

of Reorders for THIS award _____

Circle Award Won: Bronze Silver Gold Other _____

Type Award Recipients: _____

Type Company Info: _____

Type Entry Title: _____

Type in the Category: _____

Award info:

of Reorders for THIS award _____

Circle Award Won: Bronze Silver Gold Other _____

Type Award Recipients: _____

Type Company Info: _____

Type Entry Title: _____

Type in the Category: _____

EXCALIBUR CATEGORIES

Non-Profit PR
1) Non-Profit PR Program/Campaign
Profit PR
2) For Profit PR Program/Campaign
Media Relations
3a) Media Relations Campaign
3b) News Release
3c) Feature Release
3d) News Conference/Publicity Stunt
3e) Electronic Press kit or Media Web Site
3f) Media Kit – Printed
3g) VNR/ANR
3h) Satellite Media Tour
3i) Media Launch
3j) Op Ed/Bylined Article
External Communications
4a) External Communications Campaign
4b) External Newsletter
4c) External Magazine
Internal Relations
5a) Internal Communications Campaign
5b) Internal Newsletter
5c) Internal Magazine
5d) Employee Event
Community Relations
6a) Community Relations Program
6b) Charitable Giving
6c) Educational Campaign or Outreach
6d) Public Service Program
6e) PSA
Government/Public Affairs
7) Government/Public Affairs Program
Multicultural
8) Multicultural PR Campaign
Crisis Communications
9a) Issues Management
9b) Crisis Management/Response

Investor Communications	Relations/Financial
10a) Investor Relations Program	
10b) Annual Report	
10c) Presentation	
10d) Financial News Release	
10e) Analyst Relations Program	
Brand Management	
11a) Brand & Reputation Management	
11b) Corporate Identity Campaign	
11d) Partnership Campaign	
Integrated Marketing	
12a) Integrated Marketing Campaign	
12b) Direct Mail	
12c) Grass Roots Program/Guerilla Marketing	
12d) Product Launch	
12e) Collateral – Poster	
12f) Collateral – Brochure	
12g) Collateral - Specialty Items	
12h) Experiential Marketing	
Interactive PR	
13a) Website	
13b) Intranet	
13c) Electronic Newsletter/E-zine	
13d) Webcast/Webinar	
Events	
14a) Special Event/Tradeshow	
Writing	
15a) Speech Writing	
15b) Article	
15c) Special Purpose Publication	
15d) Feature Story	
Special Project	
16a) Special Video Project	
16b) Research	
16c) Evaluation	