



# Aurora Awards Information 2017

## Award categories

### CAMPAIGNS AND TOOLS:

**Aurora Awards** – For comprehensive public relations campaigns which successfully communicate a message using a variety of tools, programs and components.

**APRs' Choice** – All Aurora Award nominations will be automatically included in this category. Alaska's APRs will vote for the people's choice award winner.

**Grand Award** – Aurora Award nomination which earned the highest score by the judges. Award receives complimentary entry into PRSA's Silver Anvil competition.

**Awards of Excellence** – For single public relations tools. This award recognizes the design, creation and production of such items.

### INDIVIDUAL AWARDS:

**PR Communicator of the Year** - Presented to a chapter member who has made significant contributions to the public relations profession and the community.

**Bruce Pozzi Chapter Service Award** – Presented to a member whose service to the chapter has been significantly above and beyond expectations during the previous year(s) of service.

**Vivian Hamilton Professional Promise Award** – Presented to an outstanding young member who has demonstrated his/her dedication to advancing himself/herself in the field of public relations and has worked toward filling a leadership role in the chapter and community.

## Applications

The bulk of the work must have occurred between April 15, 2016 and April 15, 2017.

## Judging criteria

All decisions by judges are final. Judges may reject entries they feel are not in the appropriate category, and move entries to more appropriate categories. Entries will be screened by a committee of PRSA Alaska members to see that each entry is clearly labeled and submitted as required; the screening committee may reject late entries, those without fees or those which do not meet the requirements in the enclosed checklist.

## Winners

Award winners will be announced during a special event at the Alaska Communicators Exchange, held Sept 14-15, 2017.

Art by Dawn Gerety, artseriously.com

**Entry deadline**

**May 12, 2017**

**Late entry**

**May 19, 2017**

**(Extra \$25**

**entry fee)**

