PRSA
Public Relations Society of America

Aurora Awards Information 2018

PRSA Alaska Chapter's annual award competition encourages professional public relations performance and technique, and to acknowledge exemplary work in the field.

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.

Who can submit

All practitioners, companies and organizations are encouraged to submit multiple entries for Aurora Awards and Awards of Excellence.

What may be submitted

The bulk of the work must have taken place between April 2017 and April 2018.

How the work is judged

Each year, PRSA Alaska is paired with a sister chapter which judges entries in the awards program. All decisions by judges are final.

Winner Announcement

Award winners will be announced during a special Aurora Awards celebration held in August. Event details will be posted on the PRSA Alaska website and shared on social media.

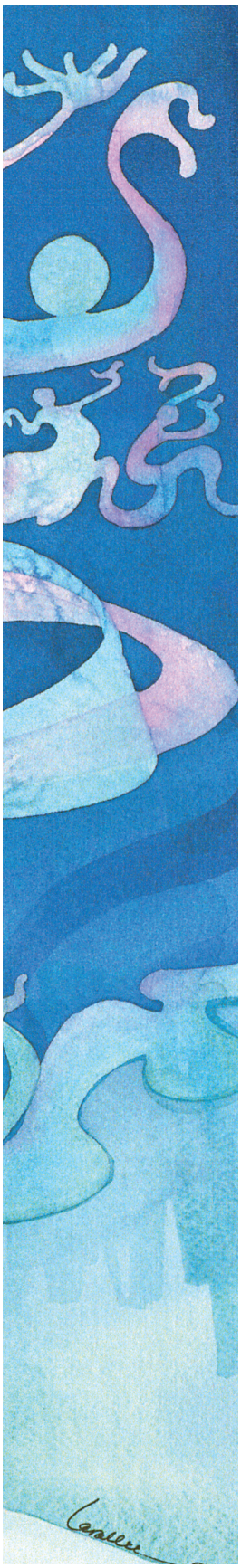
Entry deadline

May 21

Late entry

May 30

(Extra $25 entry fee)



"Legend of the Aurora Borealis" artwork donated by Barbara Lavallee

PRSA ALASKA