



MEDIA AWARD CRITERIA

Each chapter and/or region may nominate one (1) awardee per year.

CATEGORIES

Please check media type

- Newspaper Coverage*
- Website Article*
- Social Media Post*
- Blog Post*
- Radio **
- TV Feature **
- Video**

Instructions

- * Submit sample article/article's coverage with nomination form.
- ** Submit video or audio clip of coverage if available with nomination form.

CRITERIA FOR NEWSPAPER COVERAGE

- Coverage of PASR with solid, correct, and engaging writing
- Headline grabs the reader's attention
- Article/coverage is thorough and impactful
- Coverage is concise, well-organized, and grammatically correct
- Photos/graphics are used effectively to tell the PASR story
- Social media and other methods were effectively used to promote content

CRITERIA FOR DIGITAL MEDIA/WEBSITES

- Good layout throughout the paper and/or on website homepage
- Consistency of style utilized
- Pages clear of clutter and organized clearly
- A clear hierarchy demonstrated through typeface, headlines, and photo size
- A variety of design elements used appropriately

CRITERIA FOR VIDEOS AND/OR AUDIO

- Video and/or audio enhances the online experience for the viewer
- Video and/or audio is the appropriate length to keep the viewer interested
- Video and/or audio has pleasing sound and video quality
- Stand-alone video and/or audio tells the whole PASR story

CRITERIA FOR SOCIAL MEDIA AND BLOGGING

- Meets standards of fairness, accuracy, and attribution
- Information is confirmed
- Leads public to a better understanding of PASR
- Corrects and clarifies mistakes (postings live or in an online archive)



MEDIA RECOGNITION AWARD NOMINATION FORM

Submission Guidelines:

Each chapter and/or region may submit one (1) nomination per calendar year. Please submit the completed form to your Region Public Relations Chair prior to the next scheduled Public Relations Committee Meeting for approval. After approval, the Public Relations Chair will announce the Media Awardees during the next PASR Board Meeting.

1. _____
Submitted by Phone/email

2. _____
Chapter Name Region #

3. _____
Award recipient's name or organization

4. MEDIA CATEGORY – Please indicate type (See criteria categories)
 Newspaper Website Radio TV Video Social Media Blog

5. Please explain reasons for nomination and include a sample (See criteria)

6. Date Needed By: _____

It is suggested that the framed award be picked up at the PASR Headquarters rather than mailed to prevent breakage and minimize costs. (Note: Please coordinate transportation and delivery with members who will be attending upcoming state committee/board meetings at PASR headquarters.)

The award will be picked up by: _____
Name

At the _____ meeting held on _____
Date

- OR - Mail Award to: _____
Name

Address: _____
Street City State and Zip Code