

2011 NAHU MEDIA RELATIONS AWARD

Description: The Media Relations Award honors state and local association chapters for outstanding media relations – preparation and outreach activities and results. A recommended point threshold for this award is 150 points local chapters and 300 points for state chapters. All state and local associations are eligible and encouraged to apply for the award. One award will be presented to a state chapter with over 250 members. One award will be presented to a state chapter with 250 or less members. One award will be presented to a local chapter with over 150 members. One award will be presented to a local chapter with 150 or less members.

Summary of Criteria:

1. Active Media Relations Committee
2. Press list of local media contacts
3. Sending press releases
4. Publication of Op-Eds and other editorials
5. Print and broadcast press hits
6. Keeping NAHU informed on press exposure
7. Educating the membership on working with the media

RULES, CLARIFICATION OF SPECIFIC AWARD CRITERIA, DOCUMENTATION REQUIREMENTS AND TIPS MAY BE FOUND IN THE AWARDS LEADERSHIP GUIDE ON NAHU's WEBSITE: http://www.nahu.org/members/AW-Awards_Guide.pdf

Send to:

Please make a copy of everything you submit for your own records. Mail the original application/score sheet and documentation to the NAHU Awards Committee, 2000 N. 14th Street, Suite 450, Arlington, VA 22201. Submissions received without an application will be disqualified.

Due date:

THE DEADLINE FOR RECEIPT OF THE APPLICATION AND ALL ITS SUPPORTING DOCUMENTATION, REGARDLESS OF DELIVERY METHOD, IS APRIL 5.

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Application Form/Score Sheet

Association Name: _____

Submitted by: _____

Phone: _____ Email: _____

President's Name: _____

President's Signature: _____

_____ **\$10 check enclosed to return this packet following the annual convention. If chapter has submitted more than one award application, the \$10 fee applies to the return of up to three applications to a single address. There is a \$2 fee per additional application. (i.e. 5 applications to the same address will cost \$14.) Unclaimed submissions become the property of NAHU and will be destroyed.**

Name and Address for returning application via UPS:

City: _____ State: _____ Zip _____

_____ **No. We do not wish to have our submission returned.**

The following criteria, except as noted otherwise, must be met during the period of April 1, 2010 through March 31, 2011. **THE POINT SCORING SECTION OF THIS APPLICATION/SCORE SHEET MUST BE COMPLETED.** All submissions must include the original Application/Score sheet and all documentation and be received at NAHU's national office on or before April 5.

Criteria:

- 1) Maintaining an active Media Relations Committee. 1 x 25 pts = _____
- 2) Compile list of local media contacts (including print and broadcast) _____ x 10 pts = _____ (max 100 pts)
(*must include: name, publication or broadcast station, phone, & fax or e-mail*)
- 3) Present any of NAHU's "Working with the Media" Power Point presentations at **any** chapter, strategic planning or state/local leadership training meeting. 1 x 15 pts = _____
- 4) Attend NAHU's "Working with the Media" web view teleconferences _____ x 10 pts = _____ (max 40 pts)
(*verified by NAHU*)
- 5) Media Relations Chair attends 2011 Capitol Conference 1 x 50 pts = _____
- 6) Media Relations Chair attends 2010 Annual Convention 1 x 50 pts = _____
- 7) Create and distribute a press kit. 1 x 15 pts = _____
- 8) Sending press releases to media contacts:
-Chapter releases (original content) _____ x 5 pts = _____ (max 50 pts)
-Releases from NAHU distributed to your media contact _____ x 5 pts = _____ (max 75 pts)
- 9) Send photos (*when appropriate*) with press releases _____ x 3 pts = _____ (max 75 pts)

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- 10) Send media advisories to reporters announcing chapter events _____ x 5 pts = _____ (max 50 pts)
- 11) cc NAHU's media relations staffer within 30 days on press releases, media advisories and other communications with the media
(verified by NAHU) _____ x 1 pt = _____ (max 75 pts)
- 12) Submit letters to the editor to local publications _____ x 5 pts = _____ (max 125 pts)
- 13) Submit op-ed articles to local publications _____ x 5 pts = _____ (max 50 pts)
- 14) Press "Hits".
- Info used from a press release or interview in news articles or features _____ x 10 pts = _____ (max 100 pts)
 - Photo published _____ x 10 pts = _____ (max 100 pts)
 - Letters to the editor published _____ x 10 pts = _____ (max 100 pts)
 - Op-ed articles published _____ x 10 pts = _____ (max 100 pts)
 - Appearances on radio talk show to discuss NAHU position _____ x 25 pts = _____ (max 100 pts)
 - Appearances on television program to discuss NAHU position _____ x 25 pts = _____ (max 100 pts)
- 15) Extra points for comprehensive media lists, quality of written materials, and innovative ideas to attract media attention for your chapter or the association. 1 x 50 pts = _____

Total Application Points as Determined By Chapter _____

BONUS POINTS: (Scored by NAHU Awards Committee) Please do not complete this section.

Organization of documentation, design and appearance of award submission

Excellent = 50 pts. _____

Good = 25 pts. _____

Fair = 10 pts. _____

TOTAL APPLICATION POINTS _____