

Comprehensive Program or Campaign

Submissions must be organized into a single PDF file. Each entry is limited to no more than six pages in total (packaged in a single PDF).

An entry ***must*** include:

Summary of the program/project/campaign (page max = 2) Summarize the program/project/campaign by demonstrating how it followed the four-step strategic public relations planning process of research, planning, implementation and evaluation (RPIE). Do not exceed two pages.

An entry ***may*** include:

Additional support materials demonstrating outstanding, strategic work as part of the program/project/campaign. Samples, brief synopses or hyperlinks to materials (websites, videos, social media, etc.) are sufficient. Do not cause the entry to exceed the 6 page total.

Category
Sub Category
Size of Department
Number of people who worked on this project
Was an outside firm utilized in support of this project?
To what extent did you use an outside vendor? (0%, 25%, 50%, 75%, 100%)
Submission Title
Page: Applicant Information
Are you a CalSPRA member?
First Name
Last Name
Suffix
Job Title
District/Agency/Organization Name
Email Address
Phone Number
Primary Address
Page: Submission

Entry

File Upload

Additional Comments