

Best Public Relations Activity

Category description: Efforts that target the public or the community and aim to improve the union’s public image, or generate support for or awareness of positions, programs, issues or events. Can be a single effort or a campaign. Judged for effectiveness.

Submit all elements. If your entry has multiple components, please put all components in an envelope. Include URLs if there are online components; cut and paste them into the Explanation field below. **An explanation is**

Local name and number _____

Fewer than 500 people in unit **More than 500 people** in uni

Contact name for questions _____

Contact phone _____

Contact email _____

Campaign or description _____

Date of issuance _____

Creator(s) name and title(s) _____

Audience _____

REQUIRED – Explanation of intent, use, outcome and any other relevant information: