

2017 SEOPA Communications Competition: Industry Public Relations Program

Category Description: Any public relations program designed to inform the public or service a member of the outdoor media, featuring outdoor subjects and produced between the contest dates. Entries may include press kits, brochures, photo catalogs, computer offerings, special events, broadcast programs or publications. Advertising campaigns are not eligible.

General Entry Rules

1. All entries must be received by Wednesday, June 7.
2. Each member is limited to two entries.
3. Submit four copies of each entry.
4. Entries must be outdoor oriented and must have been published between June 1, 2016 and May 31, 2017.
5. If entering two projects, both should be mailed together with ONE official SEOPA entry form.
6. All corporate members entering the contest must be members in good standing as of January 1, 2017.
7. Entrants agree and confirm by entry submission to give SEOPA permission to use their winning entries in publicizing the contest through local publicity exposure or reprinting in SEOPA publications and/or online. If such an entry is used by SEOPA in this manner, no royalties or payments are offered by SEOPA and entrant waives such payments.
8. Entry originals will be returned if a SASE is enclosed with submission. Unclaimed entries will be discarded.
9. EIC officials will take measures to ensure entry safety, but will be responsible for neither loss nor insurance.
10. The top three winners will be awarded a plaque and certificates, respectively, at the fall conference
11. Judges will be knowledgeable in the field they are asked to judge. There will be three judges to ensure as much fairness as possible.
12. The EIC Chairman will be the sole arbitrator on any dispute or question concerning the awards competition.
13. All entrants must pay a flat fee of \$25 (check or money order) at the time of submission of up to two entries.

Mail entries to: **SEOPA Contest, P.O. Box 115, Badin, NC 28009** or
Lisa Snuggs, 48425-B Clodfelter Road, Albemarle, NC 28001

Failure to follow all rules will result in disqualification.

Contact Alan Clemons or Lisa Snuggs if you have questions.
(alanclemons@comcast.net or 256-655-4228) (lisa@seopa.org or 704-984-4700)

• Official Entry Form: SEOPA Industry PR Program •

Company Name: _____ Contact: _____

E-mail address: _____ Daytime Phone: _____

The following works are my creations and/or were created at the direction of the company listed above. I have permission to enter them on behalf of the company.

Signature: _____ Date: _____

Entry #1 _____

Description: _____

Dates Produced and Utilized: _____

Entry #2 _____

Description: _____

Dates Produced and Utilized: _____