

2023 TRPA Four Star Public Relations Award Application

INCLUDE this form with your narrative word document and digital photos.

**Applications must be submitted by 4:00pm CDT, Tuesday, July 11, 2023
via wetransfer.com to candi@trpa.net**

The TRPA Public Relations Award is presented annually to the agency significantly impacting the public's awareness and recognition of public parks, recreation and leisure services programs through marketing and public relations.

Agency Name (as it will be printed on award): _____

Project Name (as it will be printed on award): _____

Address: _____

City/State/Zip: _____

Phone: _____ **E-mail** _____

Nomination Submitted By (TRPA Professional Member): _____

Agency: _____

Address: _____

City/State/Zip: _____

Phone: _____ **Cell:** _____ **E-mail:** _____

If you are selected as a winner TRPA will provide you with **one** copy of your award. If you would like to order additional copies at \$95 each, please complete here: Please prepare _____ extra copies. I will pay for any additional copies I order. Additional copies will only be produced if this application is accepted as a winner. If I wait and order after the Awards Ceremony there will be \$150 for each extra copy.

I certify the information in this application and narrative are true.

SUBMISSION FORMAT: Be as specific as possible within the allotted submission pages.

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| <p>NARRATIVE 1 (30 available points) <i>Benefit to the Agency</i> (3 typed, double spaced pages maximum)</p> <ul style="list-style-type: none"> ▪ General description of the piece/effort/initiative. ▪ Description of how the piece/effort/initiative addressed an agency need. ▪ Enhance awareness of your agency within your community or surrounding areas. ▪ Position your agency as a quality of life provider in your community. ▪ Link your agency to health, economic impact, environmental sustainability and community building efforts within your community. | <p>NARRATIVE 2 (30 available points) <i>Benefit to the Public</i> (3 typed, double spaced pages maximum)</p> <ul style="list-style-type: none"> ▪ Heighten public consciousness, awareness and support for parks and recreation. ▪ Address a community need. ▪ Lead to increased advocacy for parks and recreation by your community. ▪ Engage a new user group, or enhance the experience of established users. |
| <p>NARRATIVE 3 (30 available points) <i>Benefit to the Field</i> (1 typed, double spaced page maximum)</p> <ul style="list-style-type: none"> ▪ Advance the awareness of the benefits of parks, recreation and conservation movement beyond your community. ▪ Create a heightened awareness of the linkage of parks and recreation to Tennessee's health, economy, environmental sustainability, and sense of community and place. | <p>NARRATIVE 4 (10 available points) <i>Reports and Circulation</i> (1 typed, double space page maximum)</p> <ul style="list-style-type: none"> ▪ General description of the target market for the piece/effort/initiative (age group, cultural segment, businesses, tourist markets, etc.) ▪ Total community population. ▪ Estimated circulation or exposure of your piece/effort/initiative. |

Narratives must be a maximum of four (4) pages using the following formatting requirements:

- Double spaced
- Margins on narrow setting (.50 on all sides)
- Font size is Times New Roman, size 12
- Ink color is black
- All narratives must include a header and footer with the following:
 - Header – use three column format with the agency name on the left, project title in the center and 2023 on the right.
 - Footer – use center format with the page number.

Description: Provide a 50 word description of your project/program