



Get Recognition for Your Work Enter the Image Awards

Deadline is March 1 at 5 p.m.

Earn recognition and honor for public relations work performed in 2005 through the Central California Image Awards communications contest. The deadline to enter is Wednesday, March 1.

The Central California Image Awards honor works of distinction in the practice of public relations by central valley professionals working in public relations, communications, marketing and advertising. Awards will be judged by PR professionals in a PRSA chapter in Naples, Florida.

Winners will be announced at the Image Awards luncheon from 11:30 a.m. to 1 p.m. on Thursday, March 30 at Love & Garlic in Fresno.

The awards cover three categories: special awards, program awards, and project awards.

Program awards include:

Campaign of the Year
Internal Campaign of the Year
Public Affairs
Community Service
Crisis Management
Special Event (budgets under and over \$5,000)

Project Awards include:

Newsletter
News release
Brochure
Video News Release
Magazine
Poster
Opinion piece/editorial
Article for trade publication/magazine

Website
PSA for television
PSA for radio
Video
Speech
Media Kit
Annual report
Powerpoint presentation
CD/DVD
Electronic publications

For special awards, nominees must be PRSA members. There is no entry fee for special awards. The categories are:
Executive of the Year
Professional of the Year
Rookie of the Year.

Entry fees are \$50 for each entry, or \$40 each if entered by a PRSA member.

Entries must be accompanied by a one-page summary covering the project's or program's research, budget, objectives, target audience and results.

The event's gold sponsor is State Farm Insurance. Silver Sponsors include Baker, Manock and Jensen; Kaiser Permanente; Pelco; and Shapemakers 2000.

Entry forms, which contain complete entry information and judging criteria, are available at <http://www.prsacentralcal.org>

For more information, call Image Awards coordinator Roberta Barton at 559-488-1922.

EVENTS

Feb. 16 Writing Workshop Will Sharpen Skills

"The Write Stuff" workshop on Thursday, Feb. 16, will teach you skills to become a better writer.

The workshop runs from 8:30 a.m. to noon at the Smittcamp Alumni House at CSU Fresno. The cost to attend is \$65; however, members of PRSA or CAPIO pay \$50. Students pay \$20. Parking is free in lot V, just east of the Smittcamp House.

The three topics to be covered are:

"News Releases that Won't Send Editors Into Orbit", lead by Fresno State PR instructor Betsy Hays, APR, and Michelene Golden, PR Manager at Children's Hospital Central California.

"Writing Web Content That'll Get You to the Stars" presented by Jarah Euston, creator and webmaster of Fresnofamous.com.

"Paragraphs from Mars and Verb Tenses from Venus" taught by Fresno State Journalism Professor and grammar guru Jim Tucker.

To Register Contact: Michelene Golden at 559-353-7049, mgolden@childrenscentralcal.org.

Stay For A Student Auction And Box Lunch

If you need a little extra help at work, stay for a "PR Student Auction" at noon, organized by the student chapter of the Public Relations Society of America. Bidders can get the best and brightest PR students to work for a day. So you don't starve during the auction, students are offering a box lunch for \$10. Call Betsy Hays at 559-278-5164 for more info.