INFORMATION SERVICES DEPARTMENT

5TH GOVERNMENT PUBLIC RELATIONS EXCELLENCE (GoPREX) AWARDS

OFFICIAL ENTRY AND NOMINATION SUBMISSION FORM

GUIDELINES:
Please complete all sections of this form accurately. Ensure that your responses directly address the criteria outlined. This document, alongside your supporting **Evidence Portfolio**, must be submitted to the Assessment Sub-Committee via **goprex.awards@gmail.com**.

SECTION 1: NOMINEE PROFILE:

- **Full Name of Nominee /Unit:**
- **Current Job Title / Designation:**
- **Ministry/ Department /Agency/RCC/MMDA/Mission:**
- **Sector (e.g. Economic, Social, Missions etc):**
- **Professional Body Membership:**
- **Email Address:**
- **Phone Number:**

SECTION 2: AWARD CATEGORY SECTION

AWARD CATEGORY: BEST PUBLIC RELATIONS OFFICER IN MEDIA ENGAGEMENT

Criteria:

- **Media Network Strength:** Robust, professional relationships with journalists, editors, and broadcast stations across diverse political leanings.
- **Accessibility and Responsiveness:** Availability for comment, quick turnaround on press queries, and frequency of informative press briefings.
- **Coverage Quality:** Breadth and accuracy of media pickup resulting from proactive outreach, exclusive pitches, and organic media relations.

How have you built and maintained working relationships across print, broadcast, and digital outlets representing diverse editorial perspectives and political leanings? *(100 words)*

Provide a specific example where an editor or senior journalist approached you directly for background context, verification, or story input based on established trust. *(100 words)*

What practices do you follow to ensure fair, non-partisan access and professional courtesy across all media houses, regardless of their editorial stance? (*100 words)*

How many formal press briefings, media roundtables, or background sessions did you organize during the award window, and what key topics did they cover? *(50 words)*

Share a high-pressure situation where your immediate availability and transparent communication prevented misinformation or kept media coverage balanced. *(100 words)*

Describe a major story or exclusive pitch you initiated that resulted in widespread, high-impact media pickup without paid placement. *(150 words)*

How do you measure the factual accuracy and key-message pull-through of published stories, and what steps do you take when an outlet publishes an error? *100 words)*

What proportion of your media coverage came from proactive relationship-driven pitches compared to reactive responses to external events? *(100 words)*

- **Provide relevant documents and information that support your application for the award**

SECTION 3: ENDORSEMENT OF NOMINATION BY INSTITUTION

Name of Chief Director/Head of Department/ RCC/MMDA/Mission:

Ministry/Department/Agency/Mission:

Email Address:

Signature:

Date: