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 SOCIAL SECTOR PUBLIC RELATIONS OFFICER

Criteria:

- **Public Awareness Uplift:** Measurable success in handling campaigns regarding public health, education, gender initiatives, or social intervention programs.
- **Behavioural Change Metrics:** Evidence of shifting civic attitudes or increasing participation rates in public social services

Describe a public health, education, gender, or social intervention campaign you led over the past year. What specific baseline and post-campaign metrics (e.g., reach, survey recall, helpline inquiries, community attendance) prove you achieved measurable awareness uplift? *(100 words)*

Share an example where deep-seated myths or misinformation threatened a social program (e.g., vaccine hesitancy, girls' education, or social welfare eligibility). What communication strategy did you use to replace rumors with trusted facts? *(100 words)*

Submit 2–3 campaign assets (e.g., radio scripts, community posters, social media toolkits, or press briefings) alongside a brief summary of the measurable awareness results each achieved. (*100 words)*

Describe a campaign where your PR strategy directly drove citizens to take measurable action (e.g., increased hospital screenings, higher school enrollment, or greater sign-ups for a social support program). Provide the before-and-after participation figures. *(50 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/Agency/RCC/MMDA/Mission:

Ministry/Department/Agency/ RCC/MMDA/Mission:

Email Address:

Signature:

Date: