



2012

Pride Awards

Honoring excellence in community relations and public education that enhance the image of the U.S. transportation construction industry

SUBMISSION DEADLINE
March 9, 2012



“PRIDE Awards”

Honoring Excellence in Community Relations and Public Education That Enhance the Image of the U.S. Transportation Construction Industry

About the Program

The American Road & Transportation Builders Association (ARTBA), founded in 1902, is the only national association that exclusively represents the collective interests of the U.S. transportation construction industry with the White House, Congress, federal agencies, news media and the public.

In support of association’s mission, the ARTBA Transportation Development Foundation (ARTBA-TDF) created the “PRIDE Awards” program in 1999. It recognizes extraordinary efforts of individuals, companies, public agencies and industry-related associations that serve to enhance the image of the U.S. transportation construction industry.

The ARTBA-TDF also uses this program to share “good news” stories about the industry with the public, news media, legislators and other opinion leaders.

By publicizing the efforts of PRIDE award recipients through the construction industry trade media, the ARTBA-TDF also hopes to inspire others in the industry to follow—or exceed—their example.

Who Can Enter?

The PRIDE Awards are open to all industry firms and public agencies. ARTBA membership is not required.

Award Categories

A. Community Relations

Programs and activities that demonstrate positive civic involvement with the community in which a firm/agency is located.

B. Public-Media Relations/Education

Programs and activities that educate the public and opinion leaders about the significant contributions the transportation construction industry (or a specific sector of it) makes to the economy and/or quality of life.

What Must Be Submitted?

1. A completed entry form (see insert).
2. Application fee of **\$450 for ARTBA members/\$700 for non-members**. Checks should be made payable to ARTBA-TDF.
3. A typed description of entry, no longer than two pages, including: background and objectives; implementation/execution; target audience and budget; and results/evaluation.

4. A 100-word summary statement describing the nominated program or activity, which will be used to describe the entry if selected as a "PRIDE Award" winner or finalists.
5. Photographs, promotional pieces and other appropriate materials in support of the nomination may be sent on a CD. All materials become the property of ARTBA and will not be returned.
6. One hard copy and 5 CDs containing all supporting materials.
7. Entries must be mailed to:
Holly Bolton
ARTBA-TDF
1219 28th Street, N.W.
Washington, D.C. 20007

When Are Entries Due?

Entry forms must be received at the ARTBA Headquarters by **March 9, 2012**. Additional entry forms may be obtained by calling ARTBA's Holly Bolton at 202-289-4434 or visiting www.artbatdf.org.

How Are Winners Selected?

Winners are selected by an independent panel of public relations agency professionals and construction industry journalists.

Selection Notification

Award winners will be notified by **March 31**. Awards will be presented at a luncheon during the ARTBA Federal Issues Program, May 29-30, in Washington, D.C.

For Additional Information

Contact ARTBA's Scholarship & Awards Manager Holly Bolton at 202-289-4434 or via email at hbolton@artba.org.



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Contact Information

Name of Person Nominating Project/Program: _____

Company of Person Nominating Project/Program: _____

Full Address on Person Nominating Project/Program:

Email Address: _____

Phone Number: _____

Nomination Information

Project/ Program name to be inscribed on the award:

Company/agency name to be inscribed on the award:

Companies to be recognized in ARTBA press releases and related materials (please limit 2):

Category (check one): _____ Community Relations _____ Public-Media Relations/ Education

Required Submission Materials

** Any submission lacking the listed requirements will not be considered for this award.*

1. Completed PRIDE Award Nomination Form
2. Summary Statement—Please summarize the program/project/activity being nominated in 100 words or less. (This statement will be used to describe winning entries.)
3. Two-page or less description of the nomination. This narrative should address the following:
 - 1) Objective—State the objective or goal of the program/project/ activity being nominated. (Described pre-planning research, if conducted.)
 - 2) Target audience—Describe the audience(s) the nomination was aimed at persuading, assisting, and educating

- 3) Implementation—How was the program/project/activity implemented? What tactics/resources were used? What was the budget?
 - 4) Results—Describe the results of the program/project/activity. If possible, relate them back to the original objective/goal.
4. Supporting materials (videos, news clips, letters, etc.) relevant to the project may be sent, but are not required. All items sent must be on a CD. (ARTBA will not be able to return supporting materials provided.)
 5. All entries must be received by ARTBA by **March 9, 2012**.
 6. One hard copy and 5 CDs containing **ALL** submission materials, plus entry fee (\$450/member; \$700/non-member) to:

PRIDE Awards Competition c/o Holly Bolton
The ARTBA Building
1219 28th Street, N.W.
Washington, D.C. 20007