

STARS OF THE INDUSTRY AWARDS NOMINATION FORM

ADVERTISING / PUBLIC RELATIONS CATEGORIES:

Overall Advertising Campaign

This award is presented to the organization with the most creative advertising campaign—including print, radio, television and web. *Note: Examples of ads must accompany the nomination form.*

Overall Marketing Campaign

This award is presented to the organization with the most creative marketing strategy. *Note: Supporting documentation must accompany the nomination form.*

Print Article

This award is presented to the writer of a print article or editorial—not to include advertorial material provided through cooperative advertising projects/special sections. *Note: Clipping of published article must accompany the nomination form.*

Print Photography Layout

This award is presented to the publication with the best print/photography layout—not to include advertorial material provided through cooperative advertising projects/special sections. *Note: Clipping of print/photography layout must accompany nomination form.*

Broadcast

This award is presented to the broadcaster with the best television or radio coverage—including news and documentaries. *Note: Information relating to the program's broadcast area and viewer/listener demographics must be included with the nomination form and a copy of the broadcast.*

Website

This award is presented to the organization whose website includes creative content, captivating imagery and innovative online features. *Note: Color printouts of the pages (including URL) and data supporting its impact (hits, unique visitors, shares, etc.) must accompany the nomination form.*

Social Media

This award is presented to the organization that employs social media across multiple platforms as a key component of its marketing strategy. *Note: Color printouts of posts (including URL) and data supporting impact (hits, unique visitors, shares, etc.) must accompany the nomination form.*



2015 WEST VIRGINIA GOVERNOR'S CONFERENCE ON TOURISM

Oglebay Resort and Conference Center | October 25 - 28, 2015

Real. Wild, Wonderful West Virginia

**ADVERTISING/PUBLIC RELATIONS
NOMINATION INFORMATION**

Nominee: _____

Award Category: _____

Nominee's Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Individual/Organization Making the Nomination: _____

Award Category: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

RULES FOR ENTRY

1. Submissions must include (where appropriate) the original published clipping of article and / or photograph, broadcast DVD, color printout of web and/or social media pages (including URL) **AND** this form. See next page for specifics related to each category.
2. Entry must have been completed between July 1, 2014 and June 30, 2015.
3. One entry per 9" x 12" envelope—clearly marked (in the upper right hand corner on back of envelope) with nominee's name and category.
4. One entry per category per individual or organization.

5. COMPLETE ENTRIES MUST BE RECEIVED BY 5PM, MONDAY, SEPTEMBER 14.

Submit fully completed nominations by **September 14, 2015** to:

West Virginia Division of Tourism Stars of the Industry
Attn: Jane Bostic
90 MacCorkle Ave. SW
South Charleston, WV 25303