



TRPA Four Star Public Relations Award Application

Applications must be submitted via <https://form.jotform.com/242186081304147>

The TRPA Public Relations Award is presented annually to the agency significantly impacting the public’s awareness and recognition of public parks, recreation and leisure services programs through marketing and public relations. An Agency may submit one application in this category.

SUBMISSION FORMAT: Be as specific as possible within the allotted submission pages.

<p>NARRATIVE 1 (30 available points) <i>Benefit to the Agency</i> (3 typed, double spaced pages maximum)</p> <ul style="list-style-type: none"> ▪ General description of the piece/effort/initiative. ▪ Description of how the piece/effort/initiative addressed an agency need. ▪ Enhance awareness of your agency within your community or surrounding areas. ▪ Position your agency as a quality of life provider in your community. ▪ Link your agency to health, economic impact, environmental sustainability and community building efforts within your community. 	<p>NARRATIVE 2 (30 available points) <i>Benefit to the Public</i> (3 typed, double spaced pages maximum)</p> <ul style="list-style-type: none"> ▪ Heighten public consciousness, awareness and support for parks and recreation. ▪ Address a community need. ▪ Lead to increased advocacy for parks and recreation by your community. ▪ Engage a new user group, or enhance the experience of established users.
<p>NARRATIVE 3 (30 available points) <i>Benefit to the Field</i> (1 typed, double spaced page maximum)</p> <ul style="list-style-type: none"> ▪ Advance the awareness of the benefits of parks, recreation and conservation movement beyond your community. ▪ Create a heightened awareness of the linkage of parks and recreation to Tennessee’s health, 	<p>NARRATIVE 4 (10 available points) <i>Reports and Circulation</i> (1 typed, double space page maximum)</p> <ul style="list-style-type: none"> ▪ General description of the target market for the piece/effort/initiative (age group, cultural segment, businesses, tourist markets, etc.) ▪ Total community population.

economy, environmental sustainability, and sense of community and place.	▪ Estimated circulation or exposure of your piece/effort/initiative.
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Narratives must be a maximum of four (4) pages using the following formatting requirements:

- Double spaced
- Margins on narrow setting (.50 on all sides)
- Font size is Times New Roman, size 12
- Ink color is black
- All narratives must include a header and footer with the following:
 - Header – use three column format with the agency name on the left, project title in the center and this year on the right. Footer – use center format with the page number.

Description: Provide a 50 word description of your project/program