

# NIOA 2024 Awards

Nominate the top NIOA members who have accomplished great things over the past year. The deadline to submit nominations is 5:00 p.m. EDT, Friday, June 14, 2024. The top 3 finalists in each category will be announced on Monday, July 1, 2024. To submit a nomination please fill out the [Application Link](#)

- **NIOA Leadership in Public Information Award**
- **NIOA Best Use of Social Media Award**
- **NIOA Best Use of Video**
- **NIOA Top Photograph of the Year**
- **NIOA Top Graphic Design Product**
- **NIOA Best Use of Humor**
- **NIOA Outstanding Management of a Critical Incident**



# NIOA 2024 Award Rules

The NIOA honors public information officers that exhibit leadership, excellence, and professionalism. NIOA members are eligible to submit nominations of current NIOA members who are in good standing with the association.

All entries must be submitted via the [Application Link](#). Submitters are encouraged to request notification that the submission has been received. NIOA is not responsible for lost submissions, email issues or submissions received after the deadline.

Files containing video should be in MP4 or WMV format, no longer than two minutes. All photos should be in JPG format. All videos and photos should be high resolution with a minimum of 1000 pixels wide and 96 DPI. For entries that involve print or promotional items, feel free to include pdfs, photographs, or videos that best present your entry. Only one entry per person/per agency/per category.

**Eligibility** - NIOA members are eligible to submit entries. Entries must be submitted to recognize work product/services performed by Information Officers, Public Information Officers, Spokespersons, Government Spokespersons and Government Communicators in Media Relations, Public Affairs, Community Affairs and Public Relations actively employed by any local, county, state or federal government agency, or any public safety or emergency services organization whose primary responsibilities include managing or disseminating public information AND are members of the NIOA in good standing. The current President, Vice President, Secretary and Immediate Past President are NOT eligible to be nominated or receive awards until their terms are expired.

**Deadline** - Entries must be submitted and received by 5:00 p.m. EDT on June 14, 2024. Use the [Application Link](#) for submissions.

**Finalists Notification** - Finalists will be notified via email on July 1, 2024, by a Board Member. The NIOA Award Recipients will be announced during the NIOA Annual Conference.

# NIOA 2024 Award Categories

**NIOA Leadership in Public Information Award** - This individual is viewed as a leader in the profession and works well across the entire public information field assisting other PIOs and communication professionals. This person has an established record of managing critical incidents and public education campaigns to better the profession.

**NIOA Best Use of Social Media Award** - This can be a particular post, an event, or social media campaign. The social media use should reflect favorably on the profession and generate significant community interest. The social media award recognizes individuals that utilize social platforms in conjunction with national best practices and serve as a model to follow.

**NIOA Best Use of Video** - This award category recognizes an individual that consistently produces outstanding videos that reflect favorably on the profession. The video can be produced as a high-end video production or mobile video on the go utilizing mobile telephones. The key to the award is how the individual or agency captivates the attention of the public through visual storytelling.

**NIOA Top Photograph of the Year** - This award category recognizes an individual who captures a moment in time through a photograph that is extraordinary and tells a story. This could be an emotional story, an example of kindness or compassion, or other picture that reflects favorably on the profession.

**NIOA Top Graphic Design Product** - This award recognizes the top graphic product designed by an individual. This could include social media graphics, annual reports, recruiting brochures, or other reports utilized by the organization. (Must be original design, not AI generated)

**NIOA Best Use of Humor** - This individual utilizes appropriate humor that resonates with the public or target audience. This could be an individual post, social campaign or video. The use of humor follows best practices in the field of public information.

**NIOA Outstanding Management of a Critical Incident** - This individual managed a critical incident that generated considerable public attention or scrutiny. This communications professional maintained excellent composure, followed best practices and navigated the incident in the public domain in a way that reflected favorably on the profession.