

## **COMPUTERWORLD HONORS PROGRAM 2007 PUBLIC RELATIONS GUIDELINES**

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The Computerworld Honors Program is committed to providing its Laureates, Finalists, 21st Century Achievement Award recipients and Leadership Award recipients with the highest level of public relations support. We encourage you to issue press releases announcing your participation in the Computerworld Honors Program. Issuing a press release enables your company to capitalize on exposure and may generate increased awareness of your company and its talented staff. As Computerworld Honors' official public relations representative, Topaz Partners has created a set of procedures and guidelines that enable us to maximize resources and leverage our joint exposure.

Please read the following guidelines carefully before preparing a press release that references the Computerworld Honors Program. (A sample press release is included in this document for your reference and/or to serve as a template for drafting your own release.) All Laureates, Finalists and award recipients are encouraged by the Computerworld Honors Program to issue press releases announcing their recognition by the program.

It is important to note that the rights and privileges of promoting Computerworld Honors Program Laureates, 21st Century Achievement Award recipients and Leadership Award recipients are extended to vendor, service provider or consulting companies based on having nominated an accepted submission. However, while this constituency will be given permission to use the Computerworld Honors award program name, as well as the award program logo, they must also seek written approval from the Laureate, 21st Century Achievement Award recipient and/or Leadership Award recipient that they nominated.

### **Obtaining a Quote from the Computerworld Honors Program**

If your company wishes to include a quote attributed to an Honors Program spokesperson, the following quotes (only) are approved for immediate use. Modified versions of this quote are subject to approval from Computerworld's public relations organization. All quotes should be attributed to the noted individual below.

"Each year, the Computerworld Honors Program seeks to recognize organizations, from a variety of sectors, for their ongoing efforts to utilize technology in order to benefit society," said Ron Milton, Chairman of the Board of Trustees for the Computerworld Information Technology Awards Foundation and Executive Vice President of Computerworld. "We are proud to provide a platform to publicly acknowledge these contributions."

"Each Laureate selected for this honor understands the importance of using one's resources and technical prowess to benefit one's fellow man," said Bob Carrigan, Chairman of the Computerworld Honors Program Chairmen's Committee and President, IDG Communications.

### **References to Computerworld and the Computerworld Honors Program:**

All communications involving the Computerworld Honors Program must be consistent with the style and content listed below:

- The full award name is the Computerworld Honors Program
- The 19th Annual Laureates Medal Ceremony & Gala Awards Evening will take place on June 4, 2007 at the Andrew W. Mellon Auditorium in Washington, D.C.
- Computerworld is always one word, and the "w" is not capitalized
- On first reference, list the organization as "IDG's Computerworld Honors Program" Computerworld Honors as a stand-alone name may be used after the first reference.
- If a subsidiary of an organization wins the award, press releases/marketing materials should specify that the unit - not the parent organization - received the award. If the parent unit is cited, the name of the subsidiary unit should be more prominent in placement, size and usage than that of the parent unit.
- The Computerworld Honors Program is governed by the Computerworld Information Technology Awards Foundation (a Massachusetts not-for-profit corporation).

The following approved Computerworld corporate boilerplate and short Computerworld Honors Program description may be used, where appropriate.

### **About the Computerworld Honors Program**

Founded by International Data Group (IDG) in 1988, the Computerworld Honors Program is governed by the not-for-profit Computerworld Information Technology Awards Foundation. In its 19th year, Computerworld Honors is the longest running global program to honor individuals and organizations that use information technology to benefit society.

Each year, the program's Chairmen's Committee, a group of 100 Chairmen/CEOs of global technology companies, nominates individuals and organizations around the world whose visionary application of information technology promotes positive social and economic progress. Nominations are evaluated by an independent board of CIO-level judges who select Laureates, Finalists and award recipients, in 10 industry-related categories, to be honored at the Laureate Medal Ceremony. This year's ceremony and accompanying Gala Awards Evening will take place on June 4, 2007 at the Andrew W. Mellon Auditorium in Washington, D.C.

The technology achievements honored by this program are preserved and protected in national archives, and in over 350 universities, museums and research institutions throughout the world. Additional information about the program and a Global Archive of past laureate case studies and oral histories can be found at the Computerworld Honors website: [www.cwhonors.org](http://www.cwhonors.org).

### **About Computerworld**

Computerworld is the leading source of technology news and information for IT influencers worldwide. Computerworld's award-winning weekly publication, Computerworld.com Web site ([www.computerworld.com](http://www.computerworld.com)), focused conference series and custom research form the hub of the world's largest (40+ edition) global IT media network. In the past five years alone, Computerworld has won more than 100 awards, including Folio Magazine's 2006 Gold EDDIE Award for the best technology/computing magazine, the 2004 and 2006 Magazine of the Year Award, and 2006 Best Overall Web Publication from the American Society of Business Publication Editors (ASBPE). Computerworld leads the industry with a print audience of 1,252,000 readers each week (IntelliQuest CIMS Spring 2006) and an online audience of over 2 million unique monthly visitors (Omniure).

Computerworld is a business unit of International Data Group (IDG), the world's leading technology media, research and events company. A privately held company, IDG publishes more than 300 magazines and newspapers, including CIO, CSO, Computerworld, GamePro, InfoWorld, Network World and PC World. The company features the largest network of technology-specific Web sites, with more than 400 around the world. IDG is also a leading producer of more than 170 computer-related events worldwide, including Storage Networking World®, Premier 100®, LinuxWorld Conference & Expo®, Macworld Conference & Expo, DEMO® and IDC Directions. IDC provides global market research and advice through offices in 50 countries. Company information is available at <http://www.idg.com>.

### **Description of the Computerworld Honors Program Selection Process**

Each year, members of the Chairmen's Committee identify the organizations whose use of information technology has been especially noteworthy for the originality of its conception, the breadth of its vision and the significance of its benefit to society. These identified organizations are asked to contribute a case study to the program's collection, and the donation of these case studies is celebrated with a formal medal ceremony in June where an accepted case study Laureate from each organization is publicly recognized.

From the Laureates in each of 10 categories, a distinguished panel of judges selects 50 Finalists, five in each category. These Finalists, as well as the 10 organizations selected by the judges as first among their peers within the Finalists, are announced at the Gala Awards Evening. The 10 organizations receive the 21st Century Achievement Awards.

Independent of the Laureate recognition, the Computerworld Honors Program also annually presents its Leadership Awards, each designed to honor the extraordinary achievements of selected individuals whose positive contributions to the IT revolution have left an indelible mark on the world.

### **Additional Publicity Opportunities**

- The Computerworld Honors Program logos are available for display on the Web sites and other marketing materials of Laureates, 21st Century Achievement Award recipients and Leadership Award recipients and are subject to agreed guidelines.
- A complete list of Laureates, 21st Century Achievement Award recipients and Leadership Award recipients will be published on the Computerworld Honors Web site [www.cwhonors.org](http://www.cwhonors.org).
- The Computerworld Honors Program Laureates, Finalists, 21st Century Achievement Award recipients and Leadership Award recipients may be referenced in press outreach to publicize the awards program. Computerworld will not divulge proprietary corporate information, but may highlight information included by your organization on the original Computerworld Honors Program submission form.

Release Template

FOR IMMEDIATE RELEASE

Contact:     *Contact Name*  
                  *Organization*  
                  *Phone Number*  
                  *Email*

**[INSERT NAME] RECOGNIZED AS LAUREATE BY  
THE COMPUTERWORLD HONORS PROGRAM**

*Global Information Technology Awards Foundation Pays Tribute to Individuals and Organizations that Use Information Technology to Benefit Society*

LOCATION — May XX, 2007 — XX has been recognized as a Laureate by the Computerworld Honors Program. This year's Honorees will be commemorated during the 19th Annual Laureates Medal Ceremony & Gala Awards Evening on June 4, 2007 at the Andrew W. Mellon Auditorium in Washington, D.C. For almost two decades, Computerworld Honors has acknowledged those individuals and organizations that have used information technology to benefit society.

**[QUOTE BY HONOREE]**

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**[QUOTE BY COMPUTERWORLD]**

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## **[Corporate boilerplate]**

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