



Computerworld Honors Program 2011: Public Relations Information

UNDER EMBARGO UNTIL April 21, 2011

Congratulations on being named a 2011 Laureate for The Computerworld Honors Program. The Computerworld Honors Program is recognized by the news media as an award promoting positive social, economic and educational change through the use of IT. We encourage you to promote this recognition to your local and trade media. Computerworld is prepared to assist you in maximizing the public relations benefit your organization can gain from this prestigious honor. To make this as easy for you as possible, we have developed a set of guidelines in Q&A format to assist you in developing your own successful PR efforts.

23rd Annual Laureate Medal Ceremony & Gala Awards Evening

Andrew W. Mellon Auditorium
Washington, D.C.
Monday, June 20, 2011

► Publicity Guidelines for The Computerworld Honors Program

Q. What is the name of the program?

A. The program is officially referred to as "Computerworld Honors".

Q. When can I go public with an announcement of our being recognized as a Laureate?

A. All information pertaining the announcement of Laureates is under embargo until April 21, 2011 and may not be communicated to any external audience prior to that date.

Q. Is there a point of contact with Computerworld for publicity questions?

A. Yes, the point of contact for all publicity matters concerning the award is Lynn Holmlund. You can reach Lynn by telephone at 508.935.4526 or email at lhollund@idgenterprise.com.

Q. Who is the program presented by? Are there any style or branding points I need to be aware of?

A. Computerworld Honors is presented annually by Computerworld and The Computerworld Information Technology Awards Foundation at the Computerworld Honors award ceremony held in June. Please note that our publication's official title is *Computerworld*, which should be in italics followed by the word magazine in lower case but not italics.

Q. Will someone from the magazine be available to supply a quote?

A. Due to the large number of Laureates, we regret being unable to offer or approve customized quotes for each winner. Computerworld has provided an approved quote from our spokesperson for your use at the bottom of this page. Please note, you may not edit or change the quote.

Q. Will I need to have my release approved by Computerworld?

A. Our approval is only required on news releases that use our boilerplate/motherhood or the quote provided by Computerworld. Computerworld is willing to review your release to make sure it is consistent with this year's award program. Please send your release to Lynn Holmlund at lhollund@idgenterprise.com. We require a minimum of 48-hours to review your document.

Q. How can I find out more information about this year's Computerworld Honors Program?

A. Please visit the Computerworld Honors Program site for more detail: <http://www.cwhonors.org>

Q. Can you suggest a format for a Laureate's news release?

A. Yes, please see template news release below.

**For more information about the Honors Program contact Anne McCrory at 508-820-8529 or amccrory@idgenterprise.com,
or for PR information contact Lynn Holmlund at 508-935-4526 or lhollund@idgenterprise.com**



(COMPANY NAME) RECOGNIZED BY COMPUTERWORLD AS A 2011 HONORS LAUREATE

YOUR DATELINE—April 21, 2011— IDG's Computerworld Honors Program today announces **(Company Name)** as a 2011 Laureate. The annual award program honors visionary applications of information technology promoting positive social, economic and educational change.

"The number and quality of nominations this year were very inspiring and demonstrate how valuable IT is to community change," said John Amato, Publisher, Computerworld. "Computerworld is very proud to name the 2011 class of Laureates and showcase their initiatives benefiting society through innovative uses of IT."

Insert a quote here describing the significance of the Computerworld Honors award to your organization from an appropriate company official.

(Name of company) is (insert objectives and tangible business benefits)

The Computerworld Honors awards will be presented at the Annual Laureates Medal Ceremony & Gala Awards on June 20, 2011 at the Andrew W. Mellon Auditorium in Washington, D.C.

About 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. Computerworld Honors is the longest running global program to honor individuals and organizations that use information technology to promote positive social, economic and educational change. Additional information about the program and a Global Archive of past Laureate case studies and oral histories of Leadership Award recipients can be found at the Computerworld Honors website (<http://events.computerworld.com/Honors2011>).

(Insert your company's "motherhood" paragraph here)

About Computerworld

Computerworld is the leading source of technology news and information for IT influencers worldwide, providing peer perspective, IT leadership and business results. Computerworld's award-winning Web site (<http://www.computerworld.com>), bi-weekly publication, focused conference series and custom research forms 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 Magazine of the Year by American Society of Business Publication Editors (ASBPE) awards in 2010, the 2009 Best Blog from the Neal awards, and 2006 Best Overall Web Publication from ASBPE. Computerworld leads the industry with an online audience of over 3.5 million unique, monthly visitors (comScore Media Metrix, August 2010). Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events, and research company. Company information is available at www.idgenterprise.com.

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