

Illinois Woman's Press Association Recognizes Mall Media Kit

Illinois Woman's Press Association (IWPA), an affiliate of the National Federation of Press Women (NFPW), honored 79 winning State entries from 23 individuals with Mate E. Palmer Communication Contest Awards. The Awards Luncheon was held on May 14, 2005, at the Chicago Athletic Association in Chicago.

Pat Szpekowski, APR, President of PmS advertising, inc., a full service advertising agency and public relations firm in Carpentersville, received first place recognition for its "2004 Spring Hill Mall Holiday Media Kit." In awarding first place to this entry, the judge, a communications professor at DePaul University, recognized the media kit as "comprehensive and well designed." Szpekowski has been a member of IWPA and NFPW since 1995.

The 35 first place Illinois entries have gone on to NFPW for national judging. Results will be announced at the Sept. 8-10, 2005, national NFPW conference in Seattle, Washington. This competition recognizes excellence in communications and covers a wide range of categories in print and electronic media, books, photography, advertising, public relations, and Web sites.

"I am very honored to have received this recognition from the IWPA," said Szpekowski. "It is my absolute goal to always provide the media with newsworthy information that is thorough, accurate, and timely."

The contest is named for Mate E. Palmer, the ninth IWPA president, who served from 1907 to 1909. Upon her death in 1939, the IWPA established a writing contest in her memory.

IWPA is the state affiliate of NFPW, an organization that offers networking and professional development. It is dedicated to professional excellence and the highest ethical standards in the communications field, and to the rights and responsibilities of the First Amendment.

For more information, contact Pat Szpekowski at (847) 426-6900.

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