



1991 Annual Golden Target Public Relations Award

The Golden Target Awards are conducted annually by the Public Relations Institute of Australia to give recognition to outstanding public relations activities and to stimulate and encourage improved public relations performance and techniques. A winning entry must reflect sound public relations objectives and demonstrate very high standards of execution.

Award:

Highly Commended

Category:

Outstanding Internal Communication

Name of Entry:

"Lloyd the Electrician"

Recipient:

Steve Andrew

Award sponsors:

COCA-COLA



AMATEL

Advance Bank



Telecom Australia

Privy Waterhouse



NJP

