

# PR News Platinum PR Awards FAQs

## How are the entries judged?

Entries are judged by a blue chip panel of corporate, agency, nonprofit and academic executives, as well as by the staff of PR News. We evaluate your entry based on creativity, innovation, sound planning implementation and results. Our most important criterion is proven success in aligning your strategic objectives with your end goals.

## Who is eligible to win an award?

Any communications team or individual — corporate, agency, association, governmental agency or nonprofit — of any size is eligible to enter the Platinum PR Awards program.

## Where and when will the reception be held?

The winners and honorable mentions will receive their Platinum PR Awards in September 2012 during an awards Luncheon in New York City.

## How do I increase my chances of winning an award?

Emphasize the goals of your campaign, as well as your campaign's achievements in your introduction. Provide as many concrete and specific examples of success as possible, and explain clearly and succinctly your research, planning, implementation and measurement of the campaign.

## When will I be notified about the status of my entry?

You will be contacted by PR News staff regarding the status of your entry only if you are named a finalist in the awards program. Finalists are notified 30-60 days in advance of the Platinum PR Awards ceremony. The winners will be announced at the awards luncheon in New York City.

## Must we include our campaign budget?

It's not a requirement, but it helps the judges to better compare your campaign against other entries. Include at least a reasonable budget range. The judges always take into account the campaign budget relative to the goals and outcome. All information is confidential and will not be published.

Enter Online: [www.prnewsonline.com/platinum](http://www.prnewsonline.com/platinum)



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## Entry Deadline

May 11, 2012

[www.prnewsonline.com/platinum](http://www.prnewsonline.com/platinum)  
See entry form inside.

Presented by: **PRNews** and [prnewsonline.com](http://prnewsonline.com)

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# Prove your Weight in Platinum

CALL FOR ENTRIES

Deadline: May 11, 2012

Presented by

**PRNews**

[www.prnewsonline.com](http://www.prnewsonline.com)

PRNews  
**Platinum  
PR  
Awards  
2012**

Enter Online at [www.prnewsonline.com/platinum](http://www.prnewsonline.com/platinum)

# Platinum PR Awards

**PR**News' Platinum PR Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic PR arena. The coveted awards set the industry benchmark for excellence across all areas of PR. The winners of the Platinum PR Awards are from corporations, agencies and nonprofits large and small that took chances, made tremendous strides and understand the power of public relations.

PR News will salute the winners of the Platinum PR Awards in September 2012 in New York City. Additionally, the winners will be profiled in PR News' Platinum PR Awards Issue. We wish you the best of luck as you prepare your entry and look forward to honoring those who've raised the bar on communications excellence.

**Categories:**

- Anniversary
  - Annual Report
  - Blog
  - Branding
  - Cause-Related Marketing
  - Community Relations
  - Crisis Management
  - Employee Relations
  - Event Marketing
  - External Publication (print or online)
  - Facebook Campaign
  - Financial/Investor Relations
  - Firm of the Year:
    - Large PR Firm of the Year
    - Midsize PR Firm of the Year
    - Small PR Firm of the Year
  - Global PR
  - Green PR
  - Influencer Communications
  - Internal Publication (print or online)
  - Marketing Communications
  - Media Event
  - Media Relations
  - Multicultural
  - Online Communications
  - Online Press Room/Media Center
  - Podcast and/or Videocast
  - Press Release
  - PR On a Shoestring
  - Pro Bono
  - Product Launch
  - PSA
  - Public Affairs
  - Re-Branding/Re-Positioning
  - Research & Measurement
  - Satellite Media Tour
  - SEM/SEO Initiatives
  - Social Media
  - Speeches
  - Trade Show/Event PR
  - Twitter Campaign
  - Video Program
  - Web Site Marketing
  - Word of Mouth/Viral
- **WOW! Award:** for the most innovative, out of the box PR campaign or paradigm-shifting communications idea.

Category definitions and a list of the 2011 winners can be found at [www.prnewsonline.com](http://www.prnewsonline.com). Our panel of judges will primarily use the following criteria to judge your campaigns and programs:

- Strategy
- Return on Investment
- Resourcefulness
- Implementation
- Creativity/Originality
- Overall Excellence/Results

**National & International Recognition**

The Platinum PR Awards serve as a testament to you and your team's success. Present your best PR efforts and become one of the select Platinum PR Awards recipients.

Platinum PR Award winners will gain:

- Recognition at Awards Luncheon honoring the winners and honorable mentions.
- A crystal award.
- Recognition in PR News.
- Promotion via a profile in PR News' Platinum PR Issue.
- Coverage on [prnewsonline.com](http://prnewsonline.com) and a link to the winner's Web site — plus an exclusive page for winners on [prnewsonline.com](http://prnewsonline.com).
- Exposure through press announcements.

**General Entry Rules**

**Eligibility**

The Platinum PR Awards are open to all individuals and teams worldwide at for-profit and non-profit organizations including: corporations, PR firms, public affairs and IR agencies, publicity firms, associations, government, and NGO teams, and sole practitioners. Vendors are also eligible to compete on behalf of client.

**Eligibility Period**

To be eligible, the campaign or PR initiative must have taken place (either in part or in full) between January 1, 2011 and May 11, 2012. Some of the work must have occurred during this time, but it's not necessary for it to be completed during the eligibility period.

**How to Enter**

(You can enter by mail or online at [www.prnewsonline.com](http://www.prnewsonline.com))

**Compiling Your Entry**

At the beginning of your two-page synopsis, the following information must be listed:

- Category entered
- Title of entry (as it would appear on your award)
- Team members (on campaign)
- Key contact for entry
- Organization submitting entry
- Budget (All budget information is strictly confidential and will not be published w/o expressed permission.)

If you are mailing your entry, there are no binder specifications when compiling your entry.

**Your Entry**

Within your two-page synopsis, please describe your campaign or PR initiative using the following sub-headings:

- Objectives
- Strategy
- Tactics
- Execution
- Evaluation of Success/Results/ROI

**Deadline: May 11, 2012**

Supporting materials should show evidence of the success of your work. It can be any of the following: Sales Figures, Brand Media Coverage, Clippings, Stats, Photos, Research Documents, and Testimonials.

**If you are Sending your Entry**

Send three (3) copies of your entry form, ten (10) copies of your synopsis, one (1) set of supporting materials (for the **External, Internal and Annual Report** publication categories also send five (5) copies of the publication) and the entry fee.

**Deadlines**

**Deadline: May 11, 2012 (postmarked)**  
**Late Deadline: May 18, 2012 (postmarked)**

Entries postmarked/submitted online between May 12, 2012 and May 18, 2012, please add a \$199 late fee *per entry*. Finalists will be notified in late July and honored in September 2012 in New York City.

**Where to Send Entry**

Mary-Lou French, Platinum PR Awards, Access Intelligence, LLC, c/o PR News, 4 Choke Cherry Road, 2nd Floor Rockville, MD 20850

Please indicate on the left-hand corner of the envelope the categories you are entering.

PR News will not return any entries or supporting materials.

**Entry Fees**

The price of each primary entry is \$300. If you submit the same entry into multiple categories, the additional fee is \$199 per category. Late entry surcharge of \$199 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

**Multiple Entries**

Multiple entries are accepted and encouraged. A single entry can be entered into one or more categories. Please follow the "How to Enter" instructions above for each additional category you will be entering.

**For Sponsorship Opportunities**

To sponsor the Platinum PR Awards Luncheon and the *PR News Platinum PR Awards* Issue, please contact VP & Publisher Diane Schwartz at (212) 621-4964; [dschwartz@accessintel.com](mailto:dschwartz@accessintel.com)

**Entry Questions**

Please contact assistant marketing manager Mary-Lou French at [mfrench@accessintel.com](mailto:mfrench@accessintel.com); 301-354-1851

**Platinum PR Awards Entry Form • Deadline: May 11, 2012** \*Type your information below in this PDF, detach the form and return it with your entry.

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all required details with your entry. You can also enter online at [www.prnewsonline.com/platinum/](http://www.prnewsonline.com/platinum/).

**Categories** (check all categories being entered)

- |  |   |   |   |  |
|--|---|---|---|--|
| <input type="checkbox"/> Anniversary             | <input type="checkbox"/> External Publication (print or online) | <input type="checkbox"/> Influencer Communications              | <input type="checkbox"/> Press Release              | <input type="checkbox"/> SEM/SEO Initiatives |
| <input type="checkbox"/> Annual Report           | <input type="checkbox"/> Facebook Campaign                      | <input type="checkbox"/> Internal Publication (print or online) | <input type="checkbox"/> PR On a Shoestring         | <input type="checkbox"/> Social Media        |
| <input type="checkbox"/> Blog                    | <input type="checkbox"/> Financial/Investor Relations           | <input type="checkbox"/> Marketing Communications               | <input type="checkbox"/> Pro Bono                   | <input type="checkbox"/> Speeches            |
| <input type="checkbox"/> Branding                | <input type="checkbox"/> Firm of the Year:                      | <input type="checkbox"/> Media Event                            | <input type="checkbox"/> Product Launch             | <input type="checkbox"/> Trade Show/Event PR |
| <input type="checkbox"/> Cause-Related Marketing | <input type="checkbox"/> Large PR Firm of the Year              | <input type="checkbox"/> Media Relations                        | <input type="checkbox"/> PSA                        | <input type="checkbox"/> Twitter Campaign    |
| <input type="checkbox"/> Community Relations     | <input type="checkbox"/> Midsize PR Firm of the Year            | <input type="checkbox"/> Multicultural                          | <input type="checkbox"/> Public Affairs             | <input type="checkbox"/> Video Program       |
| <input type="checkbox"/> Crisis Management       | <input type="checkbox"/> Small PR Firm of the Year              | <input type="checkbox"/> Online Communications                  | <input type="checkbox"/> Re-Branding/Re-Positioning | <input type="checkbox"/> Web Site Marketing  |
| <input type="checkbox"/> Employee Relations      | <input type="checkbox"/> Global PR                              | <input type="checkbox"/> Online Press Room/Media Center         | <input type="checkbox"/> Research & Measurement     | <input type="checkbox"/> Word of Mouth/Viral |
| <input type="checkbox"/> Event Marketing         | <input type="checkbox"/> Green PR                               | <input type="checkbox"/> Podcast and/or Videocast               | <input type="checkbox"/> Satellite Media Tour       | <input type="checkbox"/> WOW! Award          |

Title of Entry (as you'd like it to appear on your award)	City
Contact Name/Job title	State/Zip
Company Name	Telephone of Contact
Agency Name (if applicable)	Fax
Contact Address	Email Address (Required)

**Entry Fee**

Primary entry: \$300 each      \$300 each \$ \_\_\_\_\_

Secondary entry of same campaign\*\* into one or more categories: \$199 each      \$199 each \$ \_\_\_\_\_

Late entry fee: \$199 per entry (for entries sent between May 12 and May 18)      \$199 each \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

**Payment Options**

Check (payable to PR News)       Money Order

Mastercard       Visa       Discover       American Express

Credit Card # \_\_\_\_\_

Exp. \_\_\_\_\_

Print name of card holder \_\_\_\_\_

Signature \_\_\_\_\_

The late entry fee must be applied to each individual entry postmarked after May 11, 2012.  
 \* Payment in full must accompany the entry.  
 \*\* If your organization is entering another campaign, please submit separate entry form.

**Entry fees are not refundable. Access Intelligence#: 52-2270063**

To request a receipt, please contact [tsalau@accessintel.com](mailto:tsalau@accessintel.com).