

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 October 2007 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 All information is confidential and will not be published.



PR News
4 Choke Cherry Road
2nd Floor
Rockville, MD 20850
www.prnewsonline.com

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Entry Deadline

May 11, 2007

www.prnewsonline.com

See entry form inside.

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Prove your Weight in Platinum

CALL FOR ENTRIES

Deadline: May 11, 2007

Presented by

PRNews

www.prnewsonline.com

PRNews
**Platinum
PR
Awards
2007**

Platinum PR Awards 2007

PRNews' 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 who took chances, made tremendous strides and understand the power of public relations. Your hard work is done — now it's time for you and your team to get recognized for it.

PR News will salute the winners of the Platinum PR Awards in October 2007 in New York City. Additionally, the winners will be profiled in PR News' Platinum PR Awards Issue in October. 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 Campaign
- Annual Report
- Blog
- Branding
- Cause-Related Marketing
- Community Relations
- Crisis Management
- Editorial/Op-Ed
- Employee Relations
- Event Marketing
- External Publication
- 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 Campaign
- Internal Publication
- Intranet
- Marketing Communications
- Media Event
- Media Relations
- Multicultural Campaign
- Online Communications
- Online Newsroom
- Podcast and/or Videocast
- Pro Bono Campaign
- Product Launch
- Public Affairs
- Public Service Announcement (PSA)
- Satellite Media Tours
- Speeches
- Research & Measurement
- Re-Branding/Re-positioning
- Sustainability Report
- Web Site

Category definitions and a list of the 2006 winners can be found at www.prnewsonline.com. Our panel of judges will primarily use the following criteria to judge your campaigns and programs:

- | | |
|----------------------|----------------------------|
| Strategy | Implementation |
| Return on Investment | Creativity/Originality |
| Resourcefulness | 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 of 2006 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 and a link to the winner's Web site — plus an exclusive page for winners on 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, 2006, and December 31, 2006. 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

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.)

There are no binder specifications when compiling your entry.

Your Written Entry

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

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

Deadline: May 11, 2007

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

What to Send?

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, 2007 (postmarked)

Late Deadline: May 23, 2007 (postmarked)

All entries must be *postmarked* by **Monday, May 23, 2007**.

Entries postmarked between May 12, 2007 and May 23, 2007, please add a \$135 late fee *per entry*. Finalists will be notified in late July and honored in October 2007 in New York City.

Where to Send Entry

Lana Zektser, 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 \$260. If you submit the same entry into multiple categories, the additional fee is \$130 per category. Late entry surcharge of \$135 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 call Diane Schwartz at (301) 354-1761, or email dschwartz@accessintel.com

Entry Questions

Please contact awards coordinator Lana Zektser at, (301) 354-1851 or lzektser@accessintel.com.

Platinum PR Awards Entry Form • Deadline: May 11, 2007

Detach and return with 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. This entry form can also be found at www.prnewsonline.com.

Categories

- | | | | | |
|--|---|---|--|--|
| <input type="checkbox"/> Anniversary Campaign | <input type="checkbox"/> Employee Relations | <input type="checkbox"/> Global PR Campaign | <input type="checkbox"/> Online Newsroom | <input type="checkbox"/> Satellite Media Tours |
| <input type="checkbox"/> Annual Report | <input type="checkbox"/> Event Marketing | <input type="checkbox"/> Internal Publication | <input type="checkbox"/> Podcast and/or Videocast | <input type="checkbox"/> Speeches |
| <input type="checkbox"/> Blog | <input type="checkbox"/> External Publications | <input type="checkbox"/> Intranet | <input type="checkbox"/> Pro Bono Campaign | <input type="checkbox"/> Sustainability Report |
| <input type="checkbox"/> Branding | <input type="checkbox"/> Financial/Investor Relations | <input type="checkbox"/> Marketing Communications | <input type="checkbox"/> Product Launch | <input type="checkbox"/> Web Site |
| <input type="checkbox"/> Cause-Related Marketing | <input type="checkbox"/> Firm of the Year | <input type="checkbox"/> Media Event | <input type="checkbox"/> Public Affairs | |
| <input type="checkbox"/> Community Relations | <input type="checkbox"/> Large PR Firm of the Year | <input type="checkbox"/> Media Relations | <input type="checkbox"/> Public Service Announcement (PSA) | |
| <input type="checkbox"/> Crisis Management | <input type="checkbox"/> Midsize PR Firm of the Year | <input type="checkbox"/> Multicultural Campaign | <input type="checkbox"/> Re-Branding/Re-positioning | |
| <input type="checkbox"/> Editorial/Op-Ed | <input type="checkbox"/> Small PR Firm of the Year | <input type="checkbox"/> Online Communications | <input type="checkbox"/> Research & Measurement | |

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

- | | |
|---|---------------------|
| <input type="checkbox"/> Primary entry: \$260 each | \$260 each \$ _____ |
| <input type="checkbox"/> Secondary entry of same campaign** into one or more categories: \$130 each | \$130 each \$ _____ |
| <input type="checkbox"/> Late entry fee: \$135 per entry (for entries sent between May 12 and May 23) | \$135 each \$ _____ |
| | Total \$ _____ |

The late entry fee must be applied to each individual entry postmarked after May 11, 2007.

* Payment in full must accompany the entry.

** If your organization is entering another campaign, please submit separate entry form.

To request a receipt, please contact tsalau@accessintel.com

Payment Options

- | | |
|---|---|
| <input type="checkbox"/> Check (payable to PR News) | <input type="checkbox"/> Money Order |
| <input type="checkbox"/> Mastercard | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Discover | <input type="checkbox"/> American Express |

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

Entry fees are not refundable. Access Intelligence#: 52-1784832