

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 PR News staff. 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 2013 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 an 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. Budget information is confidential and will not be published.

Enter Online: www.prnewsonline.com/platinum2013



PR News
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2nd Floor
Rockville, MD 20850
www.prnewsonline.com

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Permit No. 6246

Entry Deadline

May 10, 2013

www.prnewsonline.com/platinum2013

See entry form inside.

Presented by: **PRNews** and prnewsonline.com

21448

Prove your Weight in Platinum

CALL FOR ENTRIES

Deadline: May 10, 2013

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PRNews

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PRNews
**Platinum
PR
Awards
2013**

Enter Online at www.prnewsonline.com/platinum2013

Platinum PR Awards

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 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 2013 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 Campaign
 - Online Communications
 - Online Press Room/Media Center
 - Podcast and/or Videocast
 - Press Release
 - PR On a Shoestring Budget
 - 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 2012 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
- 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 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 nonprofit 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 clients.

Eligibility Period

To be eligible, the campaign or PR initiative must have taken place (either in part or in full) between January 1, 2012 and May 10, 2013. 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)

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 10, 2013

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, three (3) copies of your synopsis, three (3) sets of supporting materials (for the **External, Internal and Annual Report** publication categories also send three (3) copies of the publication) and the entry fee.

Deadlines

Deadline: May 10, 2013 (postmarked)
Final Deadline: May 17, 2013 (postmarked)

Entries postmarked/submitted online between May 11, 2013 and May 17, 2013, please add a \$225 late fee *per entry*. Finalists will be notified in late July and honored in September 2013 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 \$350. If you submit the same entry in multiple categories, the additional fee is \$225 per category. Late entry surcharge of \$225 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 Event Program Guide, please contact SVP & Publisher Diane Schwartz at (212) 621-4964; dschwartz@accessintel.com

Entry Questions

Please contact assistant marketing manager Mary-Lou French at mfrench@accessintel.com; 301-354-1851.

Platinum PR Awards Entry Form • Deadline: May 10, 2013

**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/platinum2013.**

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 Budget | <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 Campaign | <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: \$350 each \$350 each \$ _____
 - Secondary entry of same campaign** into one or more categories: \$225 each \$225 each \$ _____
 - Late entry fee: \$225 per entry (for entries sent between May 10 and May 17) \$225 each \$ _____
- Total \$ _____

The late entry fee must be applied to each individual entry postmarked after May 10, 2013.

* 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

- Check (payable to *PR News*) Money Order
- Mastercard Visa Discover American Express

Credit Card # _____

Exp. _____

Print name of card holder _____

Signature _____

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