

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 2015 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 Budget information is confidential and will not be published.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/platinum-pr2015



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

Entry Deadline: May 1 | Final Deadline: May 8

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Entry Deadline: May 1, 2015

Final Deadline: May 8, 2015

www.prnewsonline.com/platinum-pr2015

See entry form inside.

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

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Prove your Weight in Platinum

CALL FOR ENTRIES

Entry Deadline: May 1, 2015

Final Deadline: May 8, 2015

Presented by

PRNews

www.prnewsonline.com

PRNews
**Platinum
PR
Awards
2015**

Enter Online at www.prnewsonline.com/platinum-pr2015

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 2015 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.

General Entry Rules

- 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, 2014 and May 1, 2015. Some of the work must have occurred during the eligibility period.
- How to Enter
- (You can enter by mail or online at www.prnwsonline.com)
- At the beginning of your two-page synopsis, the following information must be listed:
- 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.

- External Publication (print or online)
- 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
- 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

Compiling Your Entry

- Within your two-page synopsis, please describe your campaign or PR initiative using the following sub-headings:
 - Objectives
 - Execution
 - Evaluation of Success/Results/ROI
- Tactics
- Strategy

Deadlines

Entry Deadline: May 1, 2015 (postmarked)
Final Deadline: May 8, 2015 (postmarked)
 Entries postmarked/submitted online between May 2, 2015 and May 8, 2015, please add a \$225 late fee per entry. Finalists will be notified in late July and honored in September 2015 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 "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.

If You Are Sending Your Entry

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.

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.

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 prnwsonline.com and a link to the winner's Web site — plus an exclusive page for winners on prnwsonline.com.
 - Exposure through press announcements.
- Category definitions and a list of the 2014 winners can be found at www.prnwsonline.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

Firm of the Year Entry:

- Provide the following for all Firm of the Year entries in a synopsis of no more than 2500 words:
 - Overview of the firm, including practice areas
 - List of major accounts and top campaigns executed between May 1, 2014 and May 1, 2015
 - Notable achievements made between May 1, 2014 and May 1, 2015
 - Account wins & losses Between May 1, 2014 and May 1, 2015
 - Two client testimonials
 - Industry partnerships, pro bono work and other community relations initiatives.

Platinum PR Awards Entry Form • Entry Deadline: May 1, 2015 • Final Deadline: May 8, 2015

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.prnwsonline.com/platinum-pr2015.

**Type your information below in this PDF, detach the form and return it with your entry.*

Categories

- (check all categories being entered)
- Anniversary
 - Annual Report
 - Blog
 - Branding
 - Cause-Related Marketing
 - Community Relations
 - Crisis Management
 - Employee Relations
 - Event Marketing
 - External Publication (print or online)
 - Facebook Campaign
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 - Twitter Campaign
 - Video Program
 - Web Site Marketing
 - Word of Mouth/Viral
 - WOW! Award

Entry Fee

- Primary entry: \$350 each
- Secondary entry of same campaign** into one or more categories: \$225 each
- Late entry fee: \$225 per entry (for entries sent between May 2 and May 8)

The late entry fee must be applied to each individual entry postmarked after May 2, 2015.

* 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)
- Mastercard
- Visa
- Discover
- Money Order
- American Express

Title of Entry (as you'd like it to appear on your award) _____

Contact Name/Job title _____

City _____

State/Zip _____

Telephone of Contact _____

Fax _____

Email Address (Required) _____

Agency Name (if applicable) _____

Access Intelligence#: 52-2270063

Entry fees are not refundable.

Signature _____

Print name of card holder _____

Exp. _____

Credit Card # _____