



PALM AWARDS

Call for Entries

The Essentials

for entering the PRSA Palm Beach Chapter Palm Awards

THE PALM BEACH CHAPTER OF THE PUBLIC RELATIONS SOCIETY OF AMERICA

invites Palm Beach communications professionals to enter the 2012 Palm Awards competition. These awards represent the best public relations programs and products as judged by our peers. The Palm Awards competition consists of three award categories: Program Awards, Product Awards and Individual Awards.

JUDGING is based on clearly stated objectives, and entrants are strongly encouraged to carefully and thoughtfully prepare the summary that accompanies each entry. This summary creates the judges' first impression of an entry, so its significance cannot be overstated. Details for preparing the summary are provided in the Entry Guidelines. Additional tips for writing an engaging and effective summary are available on our chapter Web site at www.prsapalmbeach.org.

THE 2012 PALM AWARDS LUNCHEON

Awarding Excellence in Public Relations

The Palm Beach Chapter's awards luncheon is scheduled for Wednesday, February 22, 2012 at 11:45 a.m. at the Phillips Point Club in West Palm Beach.

AWARDS: Three levels of recognition can be awarded for each category:

AWARD OF EXCELLENCE

Highest scoring entry in each category

AWARD OF QUALITY

Second highest scoring entry in each category

AWARD OF MERIT

Third highest scoring entry in each category

ENTRY FEES are \$30 per entry for members of the Palm Beach Chapter of PRSA and \$50 per entry for nonmembers. Individual Award nominations and student entries are free of charge. There is no limit to the number of entries that can be submitted; however, each entry can only be submitted in one category.

ENTRY DEADLINES & LOCATIONS

Deadline for entries is 5 p.m. Monday, February 13, 2012. Entries received after 5 p.m. on February 13, but before noon on Tuesday, February 14, will be charged a late fee of \$20 each. No entries will be accepted after noon on Tuesday, February 14. No exceptions.

Entries may be emailed, mailed or hand delivered to:

Rebecca Seelig
PBPR, LLC
4440 PGA Blvd. Suite 600
Palm Beach Gardens, FL 33410
(561) 628-5929
rseelig@pb-pr.com

PROGRAM AWARDS

The Program Award category of the Palm Beach Chapter's Palm Awards honors outstanding achievement in comprehensive public relations programs. A public relations program is characterized by a broad range of separate though consistent and related elements implemented over a period of time. A comprehensive public relations program can include a number of items listed in the Product Awards category as well as other supplemental materials. Supplemental materials are those materials relevant to the program, such as brochures, press kits, media clips, CDs, or audiovisuals. Be selective when choosing your supplemental materials and include only those with the most important and relevant information. It is sufficient to include samples of completed work and collected data with brief explanations of the remaining materials.

ENTRY GUIDELINES

Each Program Award entry must include a summary that addresses each of the judging criteria below. The summary is the most important part of your entry and is the first impression the judges will have of your work. Eligible entries are those that have been released, published or performed, at least in substantial part, between January 1, 2011, and December 31, 2011. The complete Program Award entry, including summary and supplemental materials, can be emailed to rseelig@pb-pr.com or be submitted in a three-ring binder, no larger than three inches thick. Occasionally, oversized supplemental materials are necessary. If you cannot email your entry or fit it into a three-ring binder, please contact Rebecca Seelig at (561) 628-5929 or rseelig@pb-pr.com.

JUDGING AND SCORING CRITERIA

The Palm Beach PRSA Chapter uses the criteria set forth by the Public Relations Society of America Silver Anvil Award:

- Research (15 percent) – The methods used to identify the problem or opportunity and the approaches used.
- Planning (20 percent) – The objectives and audiences, including any difficulties encountered, with special consideration given to strategy and originality of approach.

- Budget (10 percent) – The effective use of budget. Note that advertising dollars may only represent 20 percent or less of the budget or program.
- Execution (35 percent) – Implementation and quality of materials, including writing, and the imaginative and effective use of available public relations tools and techniques.
- Evaluation (20 percent) – The entrant's evaluation of the program's success in achieving identifiable objectives. Consideration will be given for the quality of analysis, including efforts made to identify, analyze and quantify results, and any initiatives suggested or taken as a result of this appraisal.

PROGRAM AWARD CATEGORIES

- A. Community Relations
- B. Public Service
- C. Internal Communications
- D. Media Relations
- E. Crisis Communications
- F. Public Affairs/Government Relations
- G. Investor Relations
- H. Special Events and Observances
 - a. One day or less
 - b. Two to seven days
 - c. Eight or more days

PROGRAM ENTRY CHECKLIST

- Summary that addresses all five judging criteria
- Entry fees
- If mailing entry, copies of irreplaceable items as PRSA Palm Beach cannot guarantee that items will not be damaged or lost.

AWARD OF EXCELLENCE

This award is the Palm Beach's Best of Show Award. One winning entry from each of the Program Category is chosen to receive this honor.

PRODUCT AWARDS

The Product Category of the Palm Beach Chapter's Palm Awards honors outstanding achievement in public relations products. A public relations product typically refers to a single-item entry, though not exclusively, that is oriented to

a single issue.

ENTRY GUIDELINES

Each Product Award entry, except Writing, must include a summary that addresses the judging criteria below. The summary is the most important part of an entry, and it is the first impression the judges will have of your work. Eligible entries are those that have been released, published or performed between January 1, 2011, and December 31, 2011. The complete Product Award entry, including summary and supplemental materials, can be emailed to rseelig@pb-pr.com or be submitted in a three-ring binder, no larger than three inches thick. If your entry does not fit into a three-ring binder, please contact Rebecca Seelig at (561) 628-5929 or rseelig@pb-pr.com.

JUDGING AND SCORING CRITERIA

The following criteria apply to the Product Award categories:

- Planning and Research (30 percent) – The situation, its objectives and audiences, and any difficulties encountered. Special consideration is given to strategy and originality of approach. (Budget and timeline information, as well as any applicable research, is also included here.)
- Execution (45 percent) – Implementation and quality of materials, including writing, and the imaginative and effective use of available public relations tools and techniques.
- Evaluation (25 percent) – The entrant's evaluation of the product's success in achieving identifiable objectives. Consideration will be given for the quality of analysis, including efforts made to identify, analyze and quantify results, and any initiatives suggested or taken as a result of this appraisal.

PRODUCT AWARD CATEGORIES

A. ANNUAL REPORTS – Includes traditional annual reports, a single issue of a publication treated as an annual report, a newspaper supplement or other nontraditional printed format, such as a calendar.

1. One to three-color reports
2. Four-color reports

B. MAGAZINES/PERIODICALS

1. Customer
2. Employee
3. Non-Profit
4. Government/Public Service

C. NEWSLETTERS

1. Customer
2. Employee
3. Non-Profit
4. Government/
5. Electronic Public Service

D. WRITING – These entries are judged on creativity, clarity, organization and originality.

1. Feature
2. Hard News
3. Speech
4. Column
5. Other

E. MEDIA KITS – Materials that have been provided to the media about an organization, event, product, service or other activity with the purpose of gaining publicity. Examples of materials include news releases, photographs, fact sheets, video or audio tapes, CDs, and the like. Documentation of how the kit was received is encouraged.

F. COLLATERALS

1. Posters
2. Brochures
3. Catalogs
4. Invitations
5. Direct Mail
6. Specialty Items

G. AUDIO VISUAL PRODUCTIONS

– Includes videotape, film or CD. Film entries must be converted to VHS or CD to submit.

1. Public Service Announcements
2. Presentation
3. Other

H. WEB SITES – Web sites will

be judged on content, navigation, visual design, interactivity, functionality, and overall experience. Entries must include the url address. For detailed descriptions of the Web site categories, please visit www.prsapalmbeach.org.

1. Intranet
2. e-Zine
3. Science
4. Government/Public Service
5. Advocacy/Fundraising
6. Commerce
7. Education
8. Health
9. Professional Services

PRODUCT ENTRY CHECKLIST

- Summary that addresses all judging criteria for all entries, with the exception of Writing category entries
- Entry fees
- If mailing entry, copies of irreplaceable items as PRSA Palm Beach cannot guarantee that items will not be lost.

STUDENT ENTRIES

Students may enter items in two categories, media kits and programs. Please see www.prsapalmbeach.org for student entry deadlines as they differ slightly from the guidelines for professionals.

QUESTIONS?

Contact Rebecca Seelig at (561) 628-5929 or rseelig@pb-pr.com for further instructions.

INDIVIDUAL AWARDS

A Call for Entries for the Palm Beach Chapter's Individual Awards in Public Relations will be available on the Palm Beach Chapter Web site at www.prsapalmbeach.org. Deadline for the Individual Awards is Monday, February 13, 2012. The individual awards are: Executive of the Year, Founders Award, Rising Young Professional Award and the Community Service Award. Criteria and the nomination form will be included in the Individual Awards Call for Entries. If you have any questions regarding the Individual Awards, please contact Rebecca Seelig at (561) 628-5929 or rseelig@pb-pr.com.

PRSA Palm Beach PALM AWARDS ENTRY FORM

1. The entry accompanying this form is submitted for consideration in the following category:

2. Entry/Title: _____

3. Name(s) of person(s) submitting entry (including telephone numbers):

4. Your Company/Organization: _____

5. Company/Organization for which the entry was prepared:

6. Name(s) and roles(s) of persons for which the entry was prepared:

7. List the name of the person(s) or organization(s) you want listed on your one free certificate (limit 24 characters per line and 2 line maximum):

8. Brief description of the entry: _____

9. Total fees: _____

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