



PALM AWARDS

HONORING EXCELLENCE IN PUBLIC RELATIONS

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Call for Entries

Palm Awards Entry Guidelines

Programs and Products Categories

- At least some part of the entry must have occurred in 2016. Completed programs with measured evaluations against their objectives have stronger chances of winning.
- You may enter your entry into more than one category. However, it must apply to the specific criteria stated within each category. Each entry must be submitted with a separate category-appropriate, summary, entry form, and separate entry fee. Judges will not move entries to better suited categories.
- The summary for programs must be **two pages** and include each of the four criteria — research, planning, execution and evaluation.
- The summary for products must be **one page** and include measurable objectives, target audiences, budget and any other specific information requested in the individual category. Results — qualitative, quantitative or both — should provide evidence of how the stated measurable objectives were met, and how the entry impacted the success of a broader or ongoing program. Summaries should be typed using no smaller than a 10-point typeface and one-inch margins.
- All entrants confirm that their programs and entries comply with the ethical standards of the profession, as embodied in the PRSA Code of Ethics. Should your entry have an aspect of “ethics performance” that is both instructive and vital to your program, please include a short commentary.



Submitting Entries

All entries should be submitted in PDF format with the entry form on page 8 as the coverpage. Following the entry form, include the summary outlining the necessary criteria.

Follow the summary with all supplemental materials referenced in your summary. Insert a title page for each section to easily navigate your entry.

Other than scanned collateral materials, the pages in your entry should be no larger than 8.5 x 11 inches with a minimum of 10-point typeface and one-inch margins. Examples of supporting materials are research and evaluation reports, surveys, media releases, clippings, photos, videos and samples of tactical materials.

Supplemental materials may also be linked to live content on the web. It is highly recommended that you provide multiple file extensions for any video to ensure it may be viewed on various platforms. **Do not send email larger than 10mb.** If your content is too large, upload it to a server and email the link to the content.

For product categories, all tactics must be submitted in English. Tactics produced in a language other than English must be translated. A copy of the original, as well as the translated version, must be submitted.

Entries must be sent electronically in PDF format to prsapalmawards@gmail.com. No hardcopies should be mailed.



Program Awards

Showcase your public relations campaigns

The program categories honor outstanding achievement in comprehensive public relations programs. A comprehensive public relations program can include a number of items listed in the product categories as well as other supplemental materials.

Supplemental materials are those materials relevant to the program, such as brochures, media 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.

Judging & Scoring Criteria

The Palm Award judges use 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.
- **Execution (35 percent)** – 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.
- **Budget (10 percent)** – The effective use of budget. Note that advertising dollars may only represent 20 percent or less of the budget or program.

Program Entry Checklist

- Coverpage Entry Form
- Summary that addresses all judging criteria
- Entry fees

Program Categories

1. Community Relations

Includes programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations.

2. Public Service

Includes programs that advance public understanding of societal issues, problems or concerns.

3. Internal Communications

Includes programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers and franchisees.

4. Marketing Consumer Products

Includes programs designed to introduce new products or promote existing products to a consumer audience.

5. Marketing Consumer Services

Includes programs designed to introduce new services or promote existing services to a consumer audience.

6. Crisis Communications

Includes programs undertaken to deal with an unplanned event/issue that required an immediate response.

7. Multicultural Public Relations

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

Program Awards

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8. Public Affairs/Government Relations

Includes programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies at any government levels so that the entity funding the program benefits.

9. Reputation/Brand Management

Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

10. Investor Relations

Includes programs directed to shareowners, other investors and the investment community.

11. Special Events and Observances

One day

Includes programs or events scheduled for one day or less. Events may include commemorations, observances, openings, celebrations or other special activities.

12. Special Events and Observances

Two or more days

Includes programs or events that take place a minimum of two days. Events may include yearlong anniversary, or activities (commemorations, observances, celebrations, etc.).

Product Awards

Showcase your public relations tactics

The product category 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.

- **Creativity & Quality (30 percent)** – Judges will consider whether the messages were directly tied to the objectives and if the content was substantive, understandable, consistent and appropriate for the target audience. Level of uniqueness and creativity also will be assessed.

Judging & Scoring Criteria

The following criteria apply to the Product Award categories. Media relations categories are not judged on technical excellence.

- **Planning & Content (30 percent)** – Judges will consider whether research was done and whether objectives and strategies were thoughtfully considered and clearly stated. They will also determine if the medium was a proper vehicle for attaining the stated objectives. Special consideration is given to strategy and originality of approach. Include budget, timeline, and any applicable research.
- **Technical Excellence (15 percent)** – Judges will examine graphic or communication elements that set the entry apart and the quality of production, with consideration for the scope of the project and its budget.
- **Evaluation/Results (25 percent)** – Judges will consider whether efforts, quantitative or qualitative, were made to assess the degree to which the entry met its stated objectives.

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Product Awards

Showcase your public relations tactics

Product Categories

1. Media Relations

Tactics, programs and events driven entirely by media relations. Submit media releases, media advisories, pitch letters, requests for coverage, etc., along with the one-page summary that includes measurable objectives and results, such as evidence of the resulting media coverage. Television and radio coverage should be submitted via a Dropbox or Google drive link.

2. Annual Reports

Publications that report on an organization's annual performance. Submit one copy of the publication, along with a one-page summary. Submit the one-page summary with a link to the digital annual report.

3. Magazines/Periodicals

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Submit three consecutive issues along with the one-page summary. PDFs of the magazines can be submitted via a link from Dropbox or Google Drive.

4. Newsletters

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues, along with a one-page summary. For digital newsletters, submit the one-page summary with links to each newsletter.

5. Writing

Feature articles, hard news, columns, or speeches that have been written by a practitioner, and submitted and published through his/her efforts. Submit text of writing, as well as documentation of publication, if applicable. The one-page summary should include target audience, measurable objectives and any documented results.

6. Media Kits

News releases, photographs and other background information compiled for an organization, product or issue. Submit one copy

of the press kit or media kit along with the one-page summary. For Digital Press Kits/Media Kits, submit the one-page summary with links to the digital press kit/media kit.

7. Brochures

Pamphlets, booklets or other small publications designed to inform a target audience about an organization, product, service or issue. Submit one copy of the publication, along with the one-page summary. For digital brochures, submit the one-page summary with a link to the digital brochure.

8. Audio/Visual Productions

Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited DVD, and sound bites on a single DVD or USB flash drive. The one-page summary should include usage statistics or other means of quantified measurement to support objectives.

9. Websites

Use of a website as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites. Online media rooms should be for media only.

10. Social Media

Use of social media, including Facebook, Twitter, LinkedIn, Google+, Pinterest, etc. as part of a public relations program. Include screen grabs or copies of key pages to support your one-page summary. Additionally, include the website URL for external sites.

11. Blogs

Web-based journals, or blogs, that communicated either a corporate, public service or industry position. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the story.

Individual Awards

Recognizing PR leaders

The individual awards categories are:

Executive of the Year

Is your boss a supporter of your PR efforts? Does your employer understand the importance of the PR department in the scheme of the company? Or did your executive shine during a PR event? Show them you appreciate their support and efforts by nominating them as the executive of the year.

Dick Gruenwald Founders Award

Nominate a PRSA Palm Beach current or former Board member who you think has exemplified public relations and demonstrated a history of advancing the profession.

Rising Young Professional Award

Do you have a shining star on your team who represented the best in public relations in 2014. Nominate them to be this year's Rising Young Professional.

Community Service Award

Does your team give back to the community? Does your employer take on pro-bono work? Let the world know by entering the Community Service Award.

To submit a nomination for the Executive the Year Award, Founders Award, Rising Young Professional Award or the Community Service Award, write a one-page letter demonstrating why the recipient deserves the award and email it to prsapalmawards@gmail.com.



PRSA Palm Beach

The Palm Beach Chapter provides monthly professional development and networking opportunities to hundreds of communications professionals throughout Palm Beach County and the Treasure Coast. Educational luncheons and after-hour mixers are developed with your interests in mind, always featuring quality programming that is essential to communications professionals.

The Chapter often hosts Meet the Media panels with top editors, reporters and producers, as well as topics on social media, new technology, crisis communications and other key topics. In addition, the Palm Beach Chapter hosts Professional Development Day, an annual conference with multiple timely seminars and keynote speakers. PD Day is hosted in conjunction with the Palm Awards, which recognizes excellence in public relations and honors a local long-standing practitioner with the distinguished Dick Gruenwald Founders Award.

The Chapter's Career Development Initiative assist members and non-members in finding local jobs through periodic job announcements. The initiative also assists in advancing professionals by mentoring them to become Chapter and District leaders and obtaining Accreditation in Public Relations.

More information about PRSA Palm Beach can be found on their website at prsapalmbeach.org.

About PRSA

The Public Relations Society of America is the largest public relations organization in the world with more than 21,000 members, including 1,000 in Florida's Sunshine District.

Chartered in 1947, PRSA is the foremost organization of public relations professionals. PRSA provides professional development, sets standards of excellence and upholds principles of ethics for its members and, more broadly, the multi-billion dollar global public relations profession. We also advocate for greater understanding and adoption of public relations services, and act as one of the industry's leading voices on the important business and professional issues of our time.

PRSA Palm Beach

PALM AWARDS

Entry Form



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Category:	
Program/Product Title:	
Submitter Information:	
Contact Name:	
Contact Phone Number:	
Company/Organization:	

Entry Information:
Company/Organization for which the entry was prepared:
Name(s) and roles(s) of persons for which the entry was prepared:
Brief description of the entry:
Total Fees:

Deadline for entries is 5 p.m. on Thursday, June 1, 2017. Each entry received after 5 p.m. on June 1, but before 5 p.m. on Friday, June 2, will be charged a late fee of \$20. No entries will be accepted after 5 p.m. on Friday, June 2. No exceptions. Questions may be directed to Rebecca Seelig, APR, at (561) 472-9179.