

PALM AWARDS 2019  
SUBMISSION INSTRUCTIONS

## INSTRUCTIONS FOR SUBMISSIONS

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## Submission Guidelines

At least some part of the entry must have occurred in 2018.

Completed Programs and Projects with measured evaluations against their objectives have stronger chances of winning.

All entries must be accompanied by an **ENTRY FORM COVER PAGE** and a **SUMMARY**—note that **PROGRAMS (Campaigns) require a two-page summary and PROJECTS (Tactics) require a one-page summary**. Then add supplemental materials.

All submitting materials should be typed using no smaller than a 10-point typeface and one-inch margins.

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.

All entries should be submitted in PDF format with the **ENTRY FORM COVER PAGE** as cover page. 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

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link to the content.

All materials 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 emailed in PDF format to [prsapalmawards@gmail.com](mailto:prsapalmawards@gmail.com). No hardcopies should be mailed. **In the Subject line add the Category Number.**

## PROCESS FOR ALL SUBMISSIONS

1. Submit each entry by emailing it to [prsapalmawards@gmail.com](mailto:prsapalmawards@gmail.com) – **Each entry must be sent via separate email with documentation in PDF format. Indicate the corresponding Category number in the email subject line. Do not send email larger than 10mb.**

**Entry must include ENTRY FORM COVER PAGE, SUMMARY DOCUMENT and supporting supplemental materials.**

2. Go to [Palm Awards PAYMENT PORTAL](#)— fill out and pay via credit card for the number of entries you are submitting. Payment portal is for payment only— not submission of work. Entries submitted without payment will not be judged.
3. You will be emailed a receipt.
4. Reserve your place at the Palm Awards Luncheon—register and pay online.

## PROGRAM (CAMPAIGN) ENTRY INSTRUCTIONS

The program categories honor outstanding achievement in comprehensive public relations programs. A comprehensive 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, videos, or audiovisuals linked to view video or website that is part of the campaign.

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.

The two-page SUMMARY submitted for PROGRAMS must include:

1. CATEGORY NAME & NUMBER
2. NAME OF PROJECT
3. NAME OF SUBMITTER
4. PROGRAM DESCRIPTION
5. GOALS OF PROGRAM
6. RESEARCH
7. PLANNING
8. EXECUTION
9. EVALUATION
10. LIST OF SUPPLEMENTAL MATERIALS

Note that entrants need to create their own original document for the above two-page summary.

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.

PROGRAM entry needs ENTRY FORM COVER LETTER, TWO-PAGE SUMMARY and SUPPLEMENTAL MATERIALS.

## PROJECT (TACTIC) ENTRY INSTRUCTIONS

The Project Categories honor outstanding achievement in tactical thought and execution. Projects typically refer to a single-item entry, though not exclusively, that is oriented to a single issue.

Supplemental materials are those materials relevant to the entry: brochures, media kits, media clips, videos, or audiovisuals linked to view video or website entered.

Entrants must create their own original document for the one-page summary.

**The one-page SUMMARY** submitted for PROJECTS must include:

1. CATEGORY NAME & NUMBER
2. NAME OF SUBMITTER
3. NAME OF PROJECT
4. PROJECT DESCRIPTION
5. GOALS OF PROJECT
6. RESEARCH/ PLANNING/ EXECUTION STATEMENT
7. EVALUATION
8. LIST OF SUPPLEMENTAL MATERIALS

All entrants confirm that their projects 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.

PROJECT entry needs ENTRY FORM COVER LETTER, ONE-PAGE SUMMARY and PROJECT MATERIALS.

## Judging

The competition is judged by Accredited professionals from an out-of-state chapter of the Public Relations Society of America assigned by the national organization.

All entries must adhere to the PRSA Code of Ethics.

The Palm Award judges use the criteria set forth by the Public Relations Society of America:

## Programs/Campaigns are judged on the following:

- **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 and marketing 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 and responsible use of the budget.

## Projects/Tactics are judged on the following:

The following criteria apply to the Project/Tactics categories:

- **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.
- **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.
- **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. (Media relations categories are not judged on technical excellence.)
- **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.