



## PHOENIX AWARDS ENTRY INSTRUCTIONS FOR ALL ENTRIES

- There are separate instructions for Program entries and Project entries.
- You will need to select which categories you will submit as a Program or Project. Please view or download a list of Program categories or Project categories.
- Entries that exceed the specified size, length or format parameters will be subject to a 2-point deduction for each technical violation.
- The Entry Form will ask you for an additional 75-word maximum description of your entry. If your entry is a winner, this information will be used to describe your entry at the Awards Celebration. Please highlight the most interesting or impressive thing you would want people to know about your entry!
- With the online process, you may begin your entry and save it. You are allowed to log back in to complete it before the deadline.

### Entry Eligibility

- It is not necessary to be a PRSA member in order to compete. Each Phoenix Award category is open to all public relations practitioners who reside in Georgia.
- Entries may be submitted in more than one category; however, separate entries, fees and supplemental materials are required.
- A significant portion of the work must have been conducted between June 1, 2015 and May 31, 2016.

### Entry Fees and Deadlines

- Each entry submitted for judging requires a separate entry fee.
- Only PRSA Georgia members in good standing qualify for the member rate. Member's name must appear on entries submitted at the member rate. To receive the member rate, the PRSA Georgia member must have contributed substantially to the Program or Project.
- Each person submitting an entry needs to create their own log-in. You cannot use another person's log-in.
- **Refunds will not be given for entries that qualify for the member rate but were entered at the non-member rate.**
- Deadlines:
  - Early bird deadline is 5 p.m., Friday, June 10, 2016
  - Regular deadline is 5 p.m., Friday, June 24, 2016
  - Final deadline is 5 p.m., Friday, July 1, 2016
- Early bird fee for each entry submitted by 5 p.m., Friday, June 10, 2016:
  - \$75 for members
  - \$90 for non-members

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### **Entry Fees and Deadlines, continued**

- Regular fee for entries received after 5 p.m. on Friday, June 10, 2016, but before 5 p.m. on Friday, June 24, 2016:
  - \$85 members
  - \$100 non-members.
- Late fee for entries received after 5 p.m., Friday, June 24, 2016, but before 5 p.m., Friday, July 1, 2016:
  - \$95 for members
  - \$110 for non-members.
- All entries must be submitted and paid for online. You will receive an e-mail confirmation of your payment.
- Both the online payment and the entries must be received by 5 p.m. by the Early bird, Regular or Final deadline.

### **Judging**

Entries will be evaluated by a panel of judges made up of PRSA members from another PRSA chapter. In the event that a judge has a close affiliation with a particular entrant, that judge will abstain from judging that category. Awards may not be given in a particular category if it is determined that entries do not merit recognition. Judges may assign an entry to another category if they deem it more appropriate. Judges' scores are final.

### **Award Notification**

Finalists will be notified by e-mail prior to the Awards Celebration registration deadline. You must provide two e-mail addresses, as requested, to ensure finalists are notified promptly. All finalists have won either a Phoenix Award or an Award of Excellence, but the actual results will not be announced until the Awards Celebration at the Cobb Energy Performing Arts Centre on Thursday, November 3, 2016.

Phoenix Award winners in the Program Category will receive large personalized china plates. The Best of Phoenix Award, recognized as the best Program entry, will receive a crystal bowl. Phoenix Award winners in the Project Category will receive small personalized china plates. An Award of Excellence, which may also be awarded in each category, will receive a personalized tile award.

## **TIPS FOR PREPARING YOUR PHOENIX AWARDS ENTRY**

### **Definitions**

Use the following definitions to help you decide the most appropriate category and subcategory based on your Program or Project's objectives and audiences.

- **Business-Products and Business-Services:**  
These subcategories include all profit-making entities. A company that derives half or more of its sales from manufacturing products should enter under "Products." A company that derives half or more of its revenues by providing services (such as banks, utilities, retailers and transportation companies) should enter under "Services."

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## Definitions, continued

- **Government:**  
This subcategory includes all government bureaus, agencies, institutions or departments at the local, state and federal levels — including the armed forces, regulatory bodies, courts, public schools and state universities.
- **Association:**  
This subcategory includes trade and industry groups, professional societies, chambers of commerce and similar organizations.
- **Nonprofit:**  
This subcategory is specifically intended for health and welfare organizations, as well as educational and cultural institutions not included in other subcategories. It is not intended for organizations that may have nonprofit status but are clearly business organizations. Programs receiving funding or support from private or government organizations should be entered in those subcategories or “Partnerships.”
- **Partnerships:**  
This subcategory is intended for public service programs that are funded jointly by businesses and other organizations, including nonprofit or government.
- **Packaged Goods:**  
This subcategory refers to traditional consumer products sold in packages such as food products, pet products, household goods, toiletries and cosmetics.
- **Non-Packaged Goods:**  
This subcategory refers to consumer products such as clothing, appliances and furniture.

## Definition of Components

The strongest entries will demonstrate solid goals, measurable objectives, target audiences, strategies and tactics. For further explanation of each of these components and more, download and review the Accredited in Public Relations (APR) document “Components of a Public Relations Plan or Communications Plan.”

## Questions

For questions about entries (which category is the best fit, etc.) please reach out to one of the Phoenix Awards co-chairs below:

[Daniel Groce](#) | (678) 589-6102  
[Brandie Miner](#) | (678) 597-4111

For technical issues with submitting your entry:

[Ann Cave](#) | (678) 375-4039  
PRSA Georgia Phoenix Award Board Liaison

[Denise Grant, APR](#) | (770) 449-6369  
Chief Operating Officer, PRSA Georgia