



# PARTHENON

## A W A R D S

### Frequently Asked Questions

#### How do I apply?

The Parthenon Award submission process is 100% online – there are no PDF entry forms this year. The advantages to an online-only submission process are many:

- Straightforward entry form.
- Easy upload of supporting files.
- Save on paper and materials costs.
- No postage or delivery charges.
- Secure credit card payment.

We recommend that you prepare and save your entry materials offline and use the online system when you are ready to submit those materials for consideration.

Please review the 2018 Parthenon Award Call for Entries thoroughly as it contains all the information needed to prepare and submit entries. If after reviewing the Call for Entries you still have questions, you may find the answer below.

We will continue updating this FAQ periodically as other questions arise. If your question is not addressed here, please contact Brandie Miner, 2018 Parthenon Co-Chair at [bminer@garealtor.com](mailto:bminer@garealtor.com).

## **How can I pay for my Award entries?**

Payments for entries will be accepted via the online entry system. PRSA Nashville encourages electronic payment. **Please note that your entry is not complete until you pay your entry fee.** Entries that are almost complete but are not paid until after the regular deadline passes (5:00 pm, Friday, March 2) will incur the \$25 extra charge for late entries. Contact Brandie Miner at [bminer@garealtor.com](mailto:bminer@garealtor.com) if you need to be invoiced for your entries.

## **How do I pick the proper category?**

Your work may be eligible for consideration in more than one award category. For the best chance at success, pick the category or categories that you feel best represents your campaign, program or tactic. Judges are not required to assign or re-assign entry categories.

## **May I enter the same work in multiple categories?**

You may submit entries in as many categories as you wish, however a separate entry fee must be paid for each submission. Submitting the same work in multiple categories may increase your chance of winning a Parthenon Award or Award of Merit, but only if your entry is competitive in the categories you enter.

We encourage Parthenon Award entrants to submit one entry for Programs, and multiple entries for Projects related to that same PR campaign.

## **What is the difference between a Parthenon Award and an Award of Merit?**

Parthenon Award trophies are given to honor the highest scoring entries in each of the contest categories (Programs and Projects). Judges may also bestow an Award of Merit to runner-up entries within that category. A Best of Show Award will be given to the Program entry that the judges feel stands out above and beyond the other entries.

## **Do we need permission from my client or employer to submit an entry?**

PRSA Nashville recommends that you secure approval from your client and/or employer prior to submitting an entry. PRSA Nashville accepts all award entries as if permission has been granted. Refunds will not be given and entries will not be disqualified if there is a complaint that an entry was submitted without authorization. Disagreements involving clients, employers and submitters must be addressed by the parties. PRSA Nashville will not mediate.

## **Does submitting an entry guarantee we'll win an award?**

No. Qualified public relations executives will evaluate each entry. Parthenon Awards are only granted when the judges deem an entry worthy of this honor. From time to time, no awards will be granted in a category where there were no meritorious entries.

## **Will we be notified of a winning entry?**

Successful entrants will be notified of their finalist status, but not whether they have won a Parthenon Award or an Award of Merit. All awards will be presented at the 2018 Parthenon Awards Dinner this Spring. Show details will be announced soon.

## **What do we win?**

If you are named a finalist, you are assured of public recognition for your work at the Parthenon Awards Dinner. Parthenon Award winners will receive a custom, personalized Parthenon column trophy at this event; Award of Merit recipients will receive a personalized certificate (more details). Additional trophies and certificates can be ordered after the Awards Dinner so that all involved in a winning entry can have their own award to display.

## **What are the qualifications of the judges?**

The judges group comprises senior PR practitioners with many collective years of experience. We seek to have as many judges as possible with APR or Fellow status. PRSA Nashville provides judges our criteria and scoring guidelines, along with information on our standards and best practices.

## **What if our entry must remain confidential?**

The nature of the Parthenon Award process cannot preserve confidentiality. If you have confidential work that cannot be shared, it should not be submitted. Award entries become the public property of PRSA Nashville and may be used in future promotional endeavors or for educational purposes.

## **Is there a dispute process?**

No. The Parthenon Awards is a volunteer-driven program. Judging is based on criteria set out in the Call for Entries and all scores and decisions are final.

## **Can we submit a campaign that started in November 2016 and ended in July 2017? The campaign began before the allotted award time**

**period (November 1, 2016-July 1, 2017), but it was completed during that time period.**

All work entered must have been released, published or performed – at least in substantial part – during the 2017 calendar year.

**Is there a maximum word count for the Summary or other form fields, or maximum number of documents that can be uploaded?**

Your entry summary should be no more than two typed pages of entry text for Programs and one page of entry text for Projects, in addition to supporting material. Additionally, you are required to submit a brief overview of the project on the entry form that does not exceed 50 words.

An entrant may upload from 0-5 files as supporting documents, and each file must be less than 25Mb in size. File types allowed are PDF, DOC, JPG, PNG and most other common types.

If you have larger files, please post them to an accessible location such as YouTube or Dropbox and include a link in the text of your entry. We provide two spaces to share URL links in the entry form. Make sure to test your links! For externally hosted files, also make sure your access permissions allow outside judges to review your material.