



## **PARTHENON AWARDS – CALL FOR ENTRIES**

Submissions are now being accepted for the 2018 Parthenon Awards! Please read the submission information below and submit your entries by **Friday, March 2 at 5:00 pm**, to receive the best price entry fees. All entries must be received by **Friday, March 9 at 5:00 pm** in order to be considered.

[Click here to submit your entry now!](#)

### **Who May Enter**

Public relations and communications professionals working in the Middle Tennessee area.

### **What May Be Entered**

All work entered must have been released, published or performed – at least in substantial part – during the 2017 calendar year. The same material may be submitted in more than one category. Each category entered will incur a separate entry fee.

### **Entry Fees**

Entry fees must accompany all Program and Project Category entries.

PRSA member fees:

\$75/entry

\$100/late entry

\$65/nonprofit entry

\$90/late nonprofit entry

Nonmember fees:

\$100/entry

\$125/late entry

\$90/nonprofit entry

\$115/late nonprofit entry

Student fees are \$25 for public relations students currently attending:

Austin Peay State University

Belmont University

Lipscomb University

Middle Tennessee State University

Western Kentucky University

### **Entry Deadlines**

All entries must be submitted online at <https://prsanashville.secure-platform.com/a>

Submission deadline: **5:00 pm CST, March 2, 2018**

Late submission deadline: **5:00 pm CST, March 9, 2018**

### **Payment Information**

You will be prompted to pay when completing your online entry.

Finalists will be notified by email.

Awards will be presented at the PRSA Parthenon Awards dinner in April.

### **JUDGING**

Entries will be judged by a distinguished panel of senior-level public relations practitioners from a fellow Public Relations Society of America chapter. This group will examine the entries and select the winners. Parthenon Awards are presented for excellence in public relations programming. Judges reserve the right to limit the number of Parthenons or Awards of Merit per category.

Each of the following criteria receives equal weight in PROGRAM categories.

#### **Research**

Each entry will be judged for the quality of original or secondary research used to determine the scope of the problem or opportunity the entry addressed and the factors of importance to strategic planning.

#### **Planning**

Each entry is examined from the standpoint of the objectives established, creativity, judgment in selecting strategies and techniques, budget accuracy, and difficulties encountered.

## **Execution**

Judges will examine how the plan was implemented, materials used, in-progress adjustments to the plan, techniques to win management's support, difficulties encountered, and how effectively resources were used.

## **Evaluation**

Judges will consider to what degree a program met its objectives and what efforts were undertaken to identify, analyze and quantify results.

For PROJECT categories, judging will be based on creativity, quality of production, persuasiveness of content, technical excellence and appropriateness for the declared audience.

## **SUBMISSION GUIDELINES**

1. [Click here to go directly to the Awards submission site.](#)
2. Please read the Call for Entry information - along with the category descriptions - carefully before starting your submission.
3. Please designate one contact per company for your awards.
4. Your entry should include the following: The name of entrant, contact information, entry title, indication of whether the entry is a program or project, a 50-word overview describing the entry, a Summary (two pages maximum for PROGRAMS, one page maximum for PROJECTS) detailing the important aspects of your entry, indication of your PRSA membership status, and indication of whether or not your organization is a non-profit.
5. You may attach up to five supporting files in an approved format (Word doc, PDF, JPG, PNG - 25M maximum per file) and two URLs to include with your entry. File examples include a copy of the public relations plan, pictures, letters, scripts, reports, clippings, brochures, etc. URLs can be used to link videos from sites such as YouTube and Vimeo.
6. Once you have completed your submission, please click "Add to Cart" and follow the prompts to pay online - entries are not complete until payment is received.

## ***Remember!***

If your entry is selected as a Parthenon Award winner, you will be asked to provide a jpeg depicting the program or activity for the awards event. Entries cannot be changed once they have been submitted.

Please check your entry for grammar, spelling and typographical errors prior to submission.

**Remember, the regular deadline for submissions is 5:00 pm on Friday, March 2, 2018, and the late deadline is 5:00 pm on March 5, 2018.**

Questions? Please contact Brandie Miner ([bminer@garealtor.com](mailto:bminer@garealtor.com)) or Macey Cleary ([macey@reedpublicrelations.com](mailto:macey@reedpublicrelations.com)), 2018 Parthenon Awards Co-Chairs.