

Minnesota PRSA Classics Awards FAQs

Please review the 2018 Minnesota PRSA Classics Award Call for Entry information thoroughly as it contains all of the information needed to prepare and submit entries. If after reviewing the Call for Entries information you still have questions, please consult the Frequently Asked Questions below.

We will continue updating the FAQs periodically as other questions arise throughout the process. If your question is not addressed here, please contact Mollie Bush at Mollie.Bush@target.com, 312-623-1521, or Bianca Jones at Bianca.Jones2@bestbuy.com, 651-335-3614.

Who can enter?

The awards are open to all public relations and communication professionals in Minnesota. The majority of work must have been completed between Oct. 1, 2016 and Nov. 30, 2017.

How can I pay for my Award entries?

Payments for entries will be accepted via the online entry system. If you are unable to pay online, please contact Jordan Grote at office@minnesotaprsa.org.

How do I pick the proper category?

Pick the category that best represents your entry. Extensive time and thought has gone into all categories and sub-categories, so please place your entry in the category you feel best matches the campaign, program or tactic. Entrants are responsible for designating the correct category and/or subcategory for each entry. Judges are not required to assign or re-assign categories for entries.

Why does it appear that some of the awards categories have changed this year?

The Minnesota PRSA Classics Committee and Minnesota PRSA Board periodically review categories to make sure they are consistent, current and relevant with the PR work being executed by our community. Some categories and designations were also redesigned for clarity and consistency.

Why is there an Early and Standard Deadline?

We want to give you every opportunity to prepare your entry in a way that meets your high standards. We also want to give you the opportunity to save money on entry fees if you get your entry in early. See the [How to Enter](#) tab on the Classics website for deadlines. The new online submission process will give you more time to prepare your entry, as the submissions no longer have to be shipped, mailed or hand-delivered.

Do we need client or employer permission to submit an entry?

Minnesota PRSA recommends that you secure approval from your client and/or employer prior to submitting an entry, and will accept 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. Disputes involving

clients, employers and submitters must be addressed by the parties — Minnesota PRSA will not mediate.

What should we include in our entry description?

The entry description should provide an overview of your entry in 100 words or less. This will be featured in the banquet's program to do not include anything confidential.

What type of image should we include with our entry?

The image should be representative of the program or campaign, not a company or brand logo. The image must be a high-res JPEG, no larger than 50 MB.

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

No. Our judging partners will evaluate each entry but awards are only granted when the judges deem an entry worthy. 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?

Entrants will be notified that they are a finalist with all awards being presented at the 40th annual PRSA Classics banquet in the spring of 2018.

What do we win?

Classics and Student Classics Award winners receive a trophy; Young Professional and Padilla Award winners receive a plaque.

How do we submit someone for the Young Professional and/or Padilla Award?

Nominations will be submitted via the online nomination form listed on the respective award's website tab.

What are the qualifications of the judges?

The Minnesota PRSA Classics Committee and Minnesota PRSA Board will partner with another PRSA chapter for 2018 Classics Award judging. All judges are senior PR practitioners with many collective years of experience. We seek to have as many judges as possible with APR or Fellow status. Minnesota PRSA provides judges our criteria and score sheets, along with training on our standards and best practices.

What if our entry must remain confidential?

The nature of the Minnesota PRSA Classics 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 Minnesota PRSA and may be used in promotional endeavors or for educational purposes.

Will entrants receive the judges' score sheets?

Within the online entry form, you can select to have judge's comments sent electronically following the banquet.

Is there a dispute process?

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

How can I become involved in the Minnesota PRSA Classics Awards?

We encourage volunteers to get involved in the Minnesota PRSA Classics Awards. If you are interested in volunteering to serve on the Classics Committee, which manages the Classics Awards banquet, contact Mollie Bush at Mollie.Bush@target.com, 312-623-1521, or Bianca Jones at Bianca.Jones2@bestbuy.com, 651-335-3614.

Whom should I contact with questions?

Please review the Call for Entries information and these FAQs for answers to your questions. If you have additional questions, please email office@minnesotaprsa.org. We will email you a response and/or post the updated Q&A on this FAQ document for others.