



The Platinum Award for “The Best in the West” Honoring the Best Campaign or Program

Established 2014

Purpose: The PRSA Western District aims to recognize outstanding work being performed throughout five western states and 11 chapters representing more than 2,200 PRSA members. The Platinum Award for Best Campaign or Program provides the chapter, organization, company, or agency that won the “Best in Show” award at their local level to now have the opportunity to be recognized and distinguished as “The Best in the West” throughout the entire Western District. This prestigious award offers another level of recognition for outstanding work within PRSA while creating an affordable and exciting member benefit to our chapters.

The Platinum Award will be presented at the Western District Conference in Las Vegas on Tuesday, September 28, 2021. It is expected that the honoree will be present to accept the award in person. The Western District Executive Board and representatives from PRSA National’s Board of Directors will judge the entries.

Criteria: Each entry must represent a chapter’s “Best of Show” or “Program of the Year” that has been recognized at each chapter’s most recent annual awards program. If a chapter does not have a local award recognition program like this, we will leave it up to a chapter’s Board of Executives to identify a winning campaign from its awards program and submit it accordingly.

Entry Requirements: Please submit a one-page summary describing why the chapter believes this “Best of Show” local award winner is worthy of recognition at the District level. Please also provide an electronic version of **no more than five pages** of the winning entry (PDF) including the original entry form. Judging will be based on Silver Anvil submission and judging criteria. The summary should be typed using no smaller than 10-point font and one-inch margins. Entries not following these specifications will lose points or may be disqualified from the judging process.

Entry Fee: \$50 payable via PayPal. Instructions and links on the website at <http://prsawesterndistrict.org/best-of-the-west/>

Entries: Due by 5 p.m. (PST), August 20, 2021 via email at pastchair@prsawesterndistrict.org. Please include a copy of receipt of fee, with the email subject line:

***[Chapter Name]* Platinum Best in the West Entry**

Questions? Contact pastchair@prsawesterndistrict.org