



# PEPPERPOT AWARDS 2017

CALL FOR ENTRIES

# TABLE OF CONTENTS

INTRODUCTION

CONTACT INFORMATION

AWARD DEADLINES

SPONSORSHIP DEADLINES

ENTRY REQUIREMENTS

ENTRY FEES

SUBMISSION GUIDELINES

SUBMISSION CHECKLIST

SUBMITTING PAYMENT

JUDGING

CAMPAIGN CATEGORIES

TACTIC CATEGORIES

INDIVIDUAL ACHIEVEMENT AWARDS

FAQS

# INTRODUCTION

Thank you for your interest in submitting your organization's accomplishments for the 2017 PRSA Philadelphia Pepperpot Awards. Included are materials that will help your submission process run smoothly. Please read all instructions thoroughly. All entries will be submitted online. Please see the [Submission Guidelines](#) for more information.

# CONTACT INFORMATION

The Pepperpot Committee is more than happy to assist you with any questions you may have during your entry process. Please direct your questions to [pepperpots@philly.org](mailto:pepperpots@philly.org) to reach the following people with your questions:

Michele Von Deak, Chapter Administrator – general questions about awards or payment

Kim Nissen, President – questions about submission troubleshooting

John Kouten, President-Elect – sponsorship questions

John Mullen, Treasurer – invoice requests and payment questions

# AWARD DEADLINES

Early Bird Submission Deadline	Friday, August 18 – Best discounts per entry!
Final Award Submission Deadline	Wednesday, September 6
Deadline to submit Individual Awards	Friday, September 8

All deadlines are final. There will be no exceptions.

# SPONSORSHIP DEADLINES

For specific sponsorship opportunities pertaining to the 2017 Pepperpot Awards, please direct your request for information to [pepperpots@philly.org](mailto:pepperpots@philly.org). There are several opportunities available to promote your company or organization at the Pepperpot Awards. Thank you in advance for your interest in supporting the PRSA Philadelphia chapter and the 2017 Pepperpot Awards.

# ENTRY REQUIREMENTS

## **PARTICIPANTS:**

The 2017 PRSA Pepperpot Awards are open to organizations, agencies and independent practitioners that meet at least one of the following three criteria:

1. Person submitting the award is a member of PRSA Philadelphia, or
2. Organization/individual has executed the public relations [Campaign](#) and/or [Tactic](#) in the Greater Philadelphia region, or
3. Organization or client is based in the Philadelphia region

## **INDIVIDUAL ACHIEVEMENT AWARDS:**

Individual Achievement Awards are open to members of PRSA Philadelphia. There are no entry fees for the Individual Achievement Awards. Guidelines for submitting Individual Achievement Awards can be found on page 15. To submit your candidate, please visit the [Award Recognition Form](#) on the PRSA Philadelphia website. These awards are not submitted through Judgify with the Campaign and Tactic awards.

## **TIMING:**

To be eligible for a Pepperpot or Ladle award, the campaign or tactic must have been completed between August 1, 2016 and August 1, 2017.

## **ANNOUNCEMENT OF WINNERS:**

Finalists for Pepperpot and Ladle awards will be informed in October once judging is completed. Winners will be announced at the 2017 PRSA Pepperpot Awards event on Tuesday, November 14, 2017. Individual Achievement Award winners will be notified in advance.

# ENTRY FEES

	PRSA PHILADELPHIA CHAPTER MEMBER RATE**		NON-MEMBER RATE	
	EARLY BIRD DEADLINE RATE* (8/18/17)	REGULAR DEADLINE RATE (9/6/17)	EARLY BIRD DEADLINE RATE* (8/18/17)	REGULAR DEADLINE RATE (9/6/17)
<b>1 AWARD</b>	\$70	\$95	\$100	\$125
<b>2 AWARDS</b>	\$140	\$190	\$200	\$250
<b>3 AWARDS</b>	\$210	\$285	\$300	\$375
<b>4 AWARDS</b>	\$280	\$380	\$400	\$500
<b>5 AWARDS</b>	\$350	\$475	\$500	\$625
<b>6 AWARDS – DISCOUNT!</b>	\$350	\$475	\$500	\$625
<b>7 AWARDS – DISCOUNT!</b>	\$420	\$570	\$600	\$750
<b>8 AWARDS – DISCOUNT!</b>	\$490	\$665	\$700	\$875
<b>9 AWARDS – DISCOUNT!</b>	\$560	\$760	\$800	\$1,000
<b>10 AWARDS – DISCOUNT!</b>	\$630	\$855	\$900	\$1,125
<b>11 AWARDS – DISCOUNT!</b>	\$700	\$950	\$1,000	\$1,250
<b>12 AWARDS – DISCOUNT!</b>	\$700	\$950	\$1,000	\$1,250
<b>13 AWARDS – DISCOUNT!</b>	\$770	\$1,045	\$1,100	\$1,375
<b>14 AWARDS – DISCOUNT!</b>	\$840	\$1,140	\$1,200	\$1,500
<b>15 AWARDS – DISCOUNT!</b>	\$910	\$1,235	\$1,300	\$1,625
<b>16 AWARDS – DISCOUNT!</b>	\$980	\$1,330	\$1,400	\$1,750

*\*Early Bird entries must be entered into Judgify by 8/18/17 at 5:01 p.m. All deadlines are final.*

*\*\*Chapter membership status will be verified.*

For instructions on submitting payment, please see the [Submitting Payment](#) section.

# SUBMISSION GUIDELINES

## ENTERING THE AWARDS

The 2017 Pepperpot Award entries will be submitted online at <https://www.judgify.me/2017PepperpotAwards>. Payment will be submitted on the PRSA Philadelphia website at <http://bit.ly/2017SubmitPepperpotPayment>. Please see the [Submitting Payment](#) section for more information.

Prior to submitting your entries, please prepare the following:

## BASIC INFORMATION

Name, Company, Address, Email and Phone Number, Entry Category, Title of Entry, Client Name (if applicable), Company Logo and Client's Logo

## BRIEF DESCRIPTION

Write a 50-75 word summary of your entry that highlights your achievements for the specific entry category. If you are first writing this paragraph in Microsoft Word, please remove the character formatting before copying and pasting into Judgify. To do this: Highlight the portion you want to copy and paste in Microsoft Word, then click on the drop-down menu in the "Styles" section of the Home tab (next to Change Styles). Choose "Clear Formatting." Copy and paste that text into Judgify.

## TWO-PAGE SUMMARY

Write a compelling summary, no longer than two pages, that addresses the judging criteria listed below and on [page nine](#). Prepare your summary carefully, as the judges will review it closely. See the [Judging](#) section for more information on the judging breakdown and the [Program Categories](#) for category-specific detail on what to include with your entry.

Summaries should address each of the three judging criteria:

1. **Program Overview/Objectives:** including situation analysis, goal, budget, research, target audiences, objectives and planning.
2. **Execution:** how the campaign was carried out, including strategies and tactics. If paid advertising materials were part of the program, they must be described within the entry.
3. **Evaluation/Results:** results achieved and how results met the stated objectives. If other organizations or individuals cooperated or assisted with your program, describe their roles.

Microsoft Word files (.doc and .docx) are acceptable files for uploading, but PDF format is recommended.

## SUPPLEMENTAL MATERIALS

Up to five supporting files (no larger than 10 MB each, with the exception of Supporting Material 1 upload, which permits a larger file to accommodate video and magazine-related categories) and three corresponding URLs may be uploaded to support your entry. Files can include, but are not limited to: research, results, photographs, news releases, media placements, letters and other samples of planning documents or tactical materials. Multiple supporting documents can be combined into a single PDF to constitute one supporting material. For example, one supporting material may be a PDF of all planning materials and media clips; another supporting material may be a video clip recapping the event or program itself and the final supporting material may be a photo slideshow, etc. Organizations submitting tactics that include redesigns (design, content, etc.) should upload the before and after versions when possible. How entrants use the file uploads is at the entrants' discretion. For a list of acceptable file extensions, please see the [FAQs](#) section.

# SUBMISSION CHECKLIST

To ensure your entries are submitted properly, please follow all the steps listed below.

- Visit <https://www.judgify.me/2017PepperpotAwards>. (Judgify was tested using Internet Explorer, Chrome and Firefox.)
  
- Create a username and password for your Judgify profile.  
Tip: We recommend using the same login information you use for your PRSA Philly event registration.  
(If you forget that username and ID, please use the following link to reset:  
<https://philly.starchapter.com/forgot.php>)
  
- Complete the required information to submit your entry, including:
  - Your name or the name that should be associated with the entry
  - Your organization (as you would want it to appear on the award)
  - Your email (for notification purposes)
  - Your telephone number (please provide a direct line if possible to the person we should contact if there are questions about the submission)
  - If you are submitting on behalf of a client, your client's organization (as it should appear on the award)
  - Your client contact's name
  - Your/their organization's address
  - 50-75-word description of the entry (see [Submission Guidelines](#) for details)
  - Two Page Summary in .doc, .docx or .pdf format (see [Submission Guidelines](#)). PDF format is recommended.
  - Company logo & Client's logo
  - Supplemental Materials: Up to five supporting files and three relevant URLs can be included (see [Submission Guidelines](#) for specific details about file size and extension requirements)
  - Planned payment method
  
- Select "Submit" to submit your entry. Select "Save Draft" to submit later. Select "Submit and Add New" if you want to enter multiple submissions.
  
- Once you've finished entering your submissions, continue to the PRSA Philadelphia website to pay for your entries: <http://bit.ly/2017SubmitPepperpotPayment>  
**! Note: For your security and to continue the several discounts we offer, payment will be collected on the PRSA Philadelphia website or via check. Please submit your payment in advance of the final deadline (or if mailing a check, postmarked on the event deadline) to have your entry submitted for judging.**

Additional guidance is available in Submitting Payment section. You will receive a PayPal confirmation email if you paid via credit card. If you are submitting via check and need an invoice, please contact John Mullen at [treasurer@philly.org](mailto:treasurer@philly.org).

# SUBMITTING PAYMENT

There are two options to remit payment:

## **Check**

Please make checks payable to “PRSA Philadelphia” and send, along with a copy of your completed submission form, to:

PRSA Philadelphia  
399 Market Street  
3rd Floor, Suite 360  
Philadelphia, PA 19106

If you would like an invoice, we are happy to accommodate your request. Please contact Treasurer John Mullen at [treasurer@philly.org](mailto:treasurer@philly.org) with your request for an invoice along with the name and email of the person to whom the invoice should be directed.

## **Credit Card**

Once entries are submitted online at <https://www.judgify.me/2017PepperpotAwards>, please visit [this link](#) to remit payment via credit card on the PRSA Philadelphia website. Or, complete the following instructions:

1. Visit <http://philly.org/meetinginfo.php> and select the “2017 Pepperpot Awards - Entry Deadline” event.
2. Select “Register Now,” enter your information (entrant must be a member to get member pricing). Forget your login information? [Retrieve your password](#) or email [admin@philly.org](mailto:admin@philly.org) for assistance.
3. Click “Continue” and select the ticket option that matches the number of entries your organization submitted. If your organization submits more than 16 awards, please send us a request for an invoice to ensure you receive the appropriate discount.
4. Remember to revisit <http://philly.org/meetinginfo.php> to purchase your Pepperpot Awards event tickets!



# JUDGING

The San Diego chapter will judge the 2017 entries. Judges will evaluate all entries in an equitable manner. No awards are given in categories for which judges determine entries do not merit them.

## RUBRIC

### **Presentation (10 points)**

- Overall appearance, organization, and completeness of entry
- No grammatical or spelling errors
- Effective overview of the campaign or tactic
- Supporting materials effectively support the entry

### **Research (20 points)**

- Quality of original or secondary research
- Clearly supports campaign or tactic
- Effectively identifies the challenges or opportunities and the approaches likely to be successful to achieve the desired results

### **Planning (20 points)**

- Depicts the breadth of preparation and strategy, including identification of target audiences and measurable objectives
- Relationship of the program plan to the research and objectives is cohesive
- Originality was applied in selecting strategies, tactics, techniques and deliverables
- Budget (dollar amount or staff time and/or resources)

### **Execution (25 points)**

- How the plan was implemented, including appropriateness of steps taken to meet objectives and reach the audience
- In-progress adjustments were made and effective (if needed)
- Resources were allocated effectively
- Appropriate materials and channels used to reach intended audiences

### **Evaluation (25 points)**

- Relays to what degree the program or tactic met its objectives
- Measurement of intended effect - to what degree the program met its objectives
- Evidence of success measured against objectives

# CAMPAIGN CATEGORIES

## 1. Public Service

Programs that promote societal good, in which the sponsoring organization's principal motivation is altruistic or philanthropic.

## 2. Reputation/Brand Management

Multifaceted campaigns/programs affecting an organization's overall relations with its key public or key elements of its public, including a minimum of four of the following: internal communications, community relations, media relations, governmental relations, investor relations, marketing communications and other external communications. Programs designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

## 3. Special Events and Observances (Seven Days or Fewer)

### A. Special Events and Observances (Seven Days or Fewer) – Budget Less Than \$15,000

### B. Special Events and Observances (Seven Days or Fewer) – Budget \$15,001 or More

Programs or events that take place within seven days or fewer. This time period does not include planning activities directly related to promoting the events. Events may be commemorations, openings, observances or celebrations.

## 4. Special Events and Observances (Seven Days or More)

### A. Special Events and Observances (Seven Days or More) – Budget Less Than \$15,000

### B. Special Events and Observances (Seven Days or More) – Budget \$15,001 or More

Programs or events that take place for seven days or more, such as a yearlong anniversary celebration, or an activity with events that unfold over a period exceeding seven days. This time period does not include time for promotion. Events may involve commemorations, openings, observances and celebrations.

## 5. Community Relations

Programs aimed at improving relations with, or seeking to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity.

## 6. Public Affairs

Programs of specific, short-term nature, designed to affect or influence public policy and/ or legislation, regulations, political activities or candidacies – at the local, state or federal government levels.

## 7. Development or Fundraising

Programs that support an outstanding fundraising program.

## 8. Pro Bono Programs

Programs of contributed services.

# CAMPAIGN CATEGORIES

## 9. Marketing Communications

**A. Marketing Communications – New Products & Services:** Programs designed to introduce and promote new services, ideas or manufactured products. Some examples include, but aren't limited to: health care, technology, food, beverages, retail stores, restaurants, travel and tourism/hospitality, and financial services.

**B. Marketing Communications – Established Products & Services:** Programs designed to publicize and promote established ideas, services and manufactured products. Some examples include, but aren't limited to: health care, technology, food, beverages, retail stores, restaurants, travel and tourism/hospitality, and financial services.

## 10. Marketing Business to Business

Including professional and/or financial services, products and other (categories not elsewhere defined).

## 11. Integrated Communications

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

## 12. Multicultural Communications

For any type of program, such as institutional, marketing and community relations targeted to a specific cultural group.

## 13. Crisis Communications and Issues Management

Programs undertaken to deal with issues that could extraordinarily affect the ongoing business strategy for companies, government entities, associations and nonprofit organizations. Entries limited to crises or issues management plans that have been implemented or tested ONLY.

## 14. Internal/Employee Communications

Programs to improve internal efficiency through enhanced communications, diversity or programs affecting relations with employees or staff.

## 15. Social Media

Campaigns that principally or substantially use social media platforms to advance the strategies and objectives of the organization.

## 16. Media Relations

### A. Media Relations – For Profit

### B. Media Relations – Not-for-Profit

Programs driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc., along with the resulting media coverage (see [Submission Guidelines](#) section for file size restrictions).

## 17. Investor Relations

Includes programs directed to shareholders, other investors and the investment community.

# TACTIC CATEGORIES

Some tactics will apply to print, digital or both. Because all supplemental materials will be uploaded electronically, we recommend mentioning within your two-page summary if your tactic was specific to either format.

## **18. Research**

A research tactic that informed a public relations program. Describe methodology, execution and results.

## **19. Newsletters**

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. The summary should include rationale for the newsletter, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit two consecutive issues as supporting materials.

## **20. Magazines (Internal and External Audiences)**

Publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. The summary should include rationale for magazine, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit two consecutive issues as supporting materials.

## **21. Brochures**

Pamphlets, booklets, or other small publications designed to inform a target audience about an organization, products, services or issues. The summary should include rationale for the brochure, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **22. Annual Reports**

Publications that report on an organization's annual performance. The summary should include the rationale for the annual report strategy, the target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **23. Special-Purpose Publications**

Books, posters and other publications not eligible for consideration in other categories. The summary should include the rationale for the tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **24. Media Kit/Collateral**

News releases, photographs and other background information compiled for an organization, product or issue. The summary should include the rationale for the tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

# TACTIC CATEGORIES

## 25. Speeches

Speeches presented to an audience, including, but not limited to commencement, motivational, town hall meeting, etc. The summary should include the rationale for the speech, target audience, or other means of measurement to support stated objective(s). Please include the text of the speech in your entry materials.

## 26. Audio/Video Programs

Pre-produced videos and podcasts distributed online to inform target audiences of an event, product, service, issue or organization. The summary should include the rationale for the program, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit no more than 10 minutes of the program (see [Submission Guidelines](#) for file size restrictions).

## 27. Public Service Announcements (PSA)

### A. Public Service Announcement – TV

### B. Public Service Announcement – Radio

Single productions or a series of unpaid public service announcements addressing the same issue may be submitted. The summary should include the rationale for the PSA strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit productions of two minutes or less.

## 28. Feature Stories

Feature articles that have been written by a practitioner, and submitted and published through his/her efforts. The summary should include the rationale for the feature story tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit text of feature article as well as documentation of publication.

## 29. Editorial/Op-Ed Columns

Opinion articles written as editorials, guest columns or letters to the editor. The summary should include the rationale for the editorial or op-ed tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit text of article and documentation of publication.

## 30. Website

Use of a website as part of a public relations program for external, internal/intranets and online media rooms. The summary should include the rationale for the website tactic, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Include screen grabs or copies of key pages to support your summary. Additionally, include the website URL when possible. Submit links or screenshots to top five pages only.

## 31. Blogs

The use of a single blog post to support a larger campaign. Include the rationale for the blog post, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Submit screenshots of the blog post along with the URL.

# TACTIC CATEGORIES

## **32. Blogger Campaigns**

A series of blog posts or other blogging efforts that communicated either a corporate, public service or industry position. The summary should include the rationale for the blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Screenshots of the blog being entered, as well as the actual site URL, must be submitted as part of the entry.

## **33. Smartphone/Tablet Applications**

Use of smartphone and/or tablet applications as part of a public relations program. Include copy and any images of key pages to support your summary. The summary should include the rationale for the app, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Additionally, include brief instructions on how to download the application.

## **34. Social Media Platform**

Use of social media (internal or external platform), including, but not limited to, Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, Snapchat, etc., as part of a public relations program. The summary should include the rationale for the social media strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s). Include screenshots to support your summary. Additionally, please include the URL(s).

## **35. Press Conferences**

One-time events held specifically to announce news to target media about a product, service, issue or organization. A series of events or a multi-day effort does not belong in this category. The summary should address logistics, execution and quantifiable results that demonstrate how the press conference achieved its stated objectives.

## **36. Direct Mail/Direct Response**

Communications designed to solicit a specific, immediate response by the target audience. This can be a single communication or a series. Quantifiable, specific actions by the target recipients resulting solely from the sponsor's communication should be detailed in the summary. Submit sample(s) of the material along with the summary.

## **37. Advertorials**

Paid advertising written as editorial matter to gain support for a product, issue, program or organization. Advertorials must be written in their entirety or substantively by the entrant, and not merely "pitched." The summary should include the rationale for the advertorial strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objective(s).

## **38. Infographics**

Information or data depicted in a visual image such as a chart, diagram, graph or picture. The summary should include the rationale for the infographic tactic, target audience, key facts or information the infographic was designed to relay, delivery method, design considerations and quantifiable measurement to support its objective.

# INDIVIDUAL ACHIEVEMENTS

The PRSA Individual Achievement Awards honor extraordinary individuals for excellence in public relations. To submit your nominee for one of the first four awards, please visit the [Award Recognition Form](#) on the PRSA Philadelphia website. To submit for the Anne Sceia Klein Award for Professional Promise, please use this [form](#). There is no fee to enter the Individual Achievement Awards.

## 1. Anthony Fulginiti Award for Commitment to Education

In 1976, Professor Tony Fulginiti took his passion for public relations and established a PRSSA chapter at Rowan University. He saw this as an opportunity for public relations students to learn and grow in a professional setting and for Rowan to make a name for itself in the PR world. Forty years later, the Rowan PRSSA chapter is one of the most successful chapters in the nation. The Anthony Fulginiti Award was established to honor a public relations professional who shares Tony's commitment to the future of our profession. The award honors a person who excels in education, either through their mentoring/teaching, their efforts to help shape the careers of future PR professionals or their contributions to PRSSA.

## 2. Maxine Elkin Award for Distinguished Service

The late Maxine Elkin was well known in Philadelphia as a public relations professional who also served as a great asset to the Philadelphia PRSA chapter. The Maxine Elkin Award honors someone with Maxine's passion for public relations, particularly in the field of media relations, through leadership, professionalism and integrity in the field of public relations, and shares a commitment to the advancement of the profession.

## 3. Frank X. Long Award for Excellence in Writing

Frank Long passed away after a stellar 50-year career that ran the public relations gamut. Frank's true passion was writing with creativity, style and flair. The Frank X. Long Award, created in 2000, honors a public relations professional who practices and professes Frank's passion and honors excellence in writing and creativity.

## 4. DeAnn White Award for Excellence in Community Service

DeAnn White's short career was filled with accomplishments that take many a lifetime to achieve. When she tragically passed away in the summer of 2000 at the age of 25, she was public relations manager for the New Jersey State Aquarium. Though she was busy building her PR career, DeAnn still managed to find time to volunteer her PR talent to the Multiple Sclerosis Society and St. Mary's Home for Children Living with AIDS. She also created a family outreach project called Sister II Sister. The DeAnn White Award was established in 2000 to acknowledge the work of a Philadelphia PRSA member who utilizes his/her public relations expertise in the field of community service and volunteerism.

## 5. Anne Sceia Klein Award for Professional Promise

The Anne Sceia Klein Award for Professional Promise recognizes a college junior or senior who is a member of a PRSSA chapter affiliated with Philadelphia PRSA, and has demonstrated his or her dedication to advancing himself or herself in the field of public relations. Interested students should provide: a one-page resume; a 350-word essay on how you plan to pursue your career in public relations and what contributions you hope to make to the profession; one academic or professional reference letter; and a copy of your transcript. This award is judged and sponsored by Anne Klein Communications Group of Mount Laurel, N.J.

# FAQS

## 1. Help! I'm receiving an error message that won't let me confirm my entry. What should I do?

There are a few options you can try:

- ✓ **Check your word counts.** The system is set to give you a 10-word leeway for the 50-75-word short summary. Even if there is a green check mark, verify your word count is within the limit and try resubmitting.
- ✓ **Clear your character style formatting in Word.** Sometimes HTML and Microsoft Word's style formatting do not mix. If you wrote your 50-75-word summary in Microsoft Word and are copying and pasting it into Judgify and are still having trouble submitting (after checking your word count and verifying all necessary information is filled out), try clearing the style formatting. To do this: Highlight the portion you want to copy and paste in Microsoft Word, then click on the drop-down menu in the "Styles" section of the Home tab (next to Change Styles). Choose "Clear Formatting." Copy and paste that text into Judgify and try resubmitting.
- ✓ **Check your file extension.** The file extensions permitted include: .jpg, .png, .bmp, .gif, .pdf, .mp3, .doc, .xls, .ppt, .docx, .xlsx, .pptx, .txt, .avi, .wmv, .mpg, .mpeg2, .swf, .mov, .mp4 and .mpeg.

## 2. My periods disappeared when I copied and pasted my summary from Microsoft Word into Judgify. Can I get them back without manually entering them?

See the above suggestion to clear your character style formatting before pasting your submission.

## 3. I didn't get a confirmation email. What should I do?

Below is an explanation of the emails you will receive from "PRSA Philadelphia 2017 Pepperpot Awards" (admin@philly.org) during the submission process:

- **Registration Acknowledgment Email:** This email confirms you've created a Judgify account to enter your submissions. No further action is needed.
- **Submission Acknowledgment Email:** This email (subject: "Submission Confirmation & Payment Instructions") verifies your entry has been submitted and provides further instructions on how to proceed with payment. (For your security and to continue the several discounts we offer, payment will be collected on the PRSA website or via check.)
- **(Optional) PayPal Payment Confirmation:** Should you choose to pay via credit card, this email will come from PayPal to confirm you have submitted payment.

If you do not get one of these emails, feel free to email [pepperpots@philly.org](mailto:pepperpots@philly.org) to confirm your entry was received.

For additional FAQs about online entry, please visit <http://philly.org/2017PepperpotAwards>.