



2019 Bernays Awards Nomination Form

ENTRY DEADLINE: MARCH 15, 2019

Person, Organization, Company or Firm Being Entered for an Award:

Name of Project or Campaign: _____

Entry Submitted By: _____

Phone: _____ **Email:** _____

Please Select Award for Which You Are Entering:

Best Nonprofit/Charity Project or Campaign – Small (under \$100K annual budget)

Best Nonprofit/Charity Project or Campaign – Large (over \$100K)

Best PR Campaign by a Large Company or Firm (5+ Employees)

Best PR Campaign by a Small Company or Firm (Under 5 Employees)

Best Internal Communications

Best Crisis Communications

Best Social Media Campaign (Nonprofit)

Best Social Media Campaign (For profit)

Best Blogger/Digital Influencer

Best Special Event

Best Marketing Material (Print)

Best Marketing Material (Digital or Video)

Requested Information

- 1. Name of the project, campaign and/or client (maximum 50 words)**

- 2. Brief description of the client or organization (maximum 250 words)**

- 3. Goals and objectives of the campaign or project (maximum 250 words)**

- 4. Description of how the project was implemented (maximum 250 words)**

- 5. Results: How they were measured, and how they met the specific objective of the project or campaign (maximum 250 words)**

- 6. Please summarize the PR campaign and results in 3 short bullet points:**
 - ***
 - ***
 - ***

- 7. Please attach relevant supporting collateral and/or back-up material – limit of 6 attachments per nomination, including 3 hi res JPEGs. Acceptable attachments are PDF, JPEG and WORD only.**

Online Submissions Only

Email to: julie@thebuzzagency.net - Please put "Bernays Entry" in subject line

Deadline: March 15, 2019

Submission Fees

For Individual Members (\$50 Level):

If you have already paid for your **2019 Individual membership** in GCPRC, the submission cost is **\$10 per nomination**.

If you have NOT yet paid for your **2019 Individual membership**, the cost is **\$60** for the first entry, and **\$10** for each additional entry.

For Individual Premier Members (\$100 Level):

If you have already paid for your individual **2019 Premier membership** in GCPRC, the submission cost is **FREE** for your first entry, and **\$10** for each additional entry.

If you have NOT yet paid for your individual **2019 Premier membership**, the cost is **\$110** for your first entry, and **\$10** for each additional entry.

For Group Members (\$150 Level):

If you have already paid for your **2019 Group membership** in GCPRC, the submission cost is **FREE** for your first **two** entries, and **\$10** for each additional entry.

If you have NOT yet paid for your **2019 Group membership**, the cost is **\$160** for your first **two** entries, and **\$10** for each additional entry.

For **Non Members of GCPRC**, the submission cost is **\$25 per entry**.

If you have any questions about the **2019 Bernays Awards**, please contact **Julie Mullen** at julie@thebuzzagency.net.

14th Annual Bernays Awards Luncheon

Tuesday, April 16, 2019 / 11:30 a.m.
Airport Holiday Inn
1601 Belvedere Road – West Palm Beach, FL 33406

\$45 for GCPRC Members
\$50 for Nonmembers

2019 Bernays Awards

The annual awards program of the GCPRC is named in honor of **Edward J. Bernays**, the father of public relations. The awards recognize outstanding performance and campaigns by members of the **Gold Coast Public Relations Council**, South Florida's largest independent organization of PR & Marketing professionals.

Submission Requirements & Fees

- + All entries must be for work done between **January 1, 2018** and **December 31, 2018**.
- + Each entry may be submitted in only one award category. The same entry ***may not*** be submitted in multiple categories.
- + All nominations must be received **no later than March 15, 2019**.

An invoice will be emailed upon receipt of the Bernays Application (entry) and must be paid in full no later than **March 29, 2019** or the nomination will be eliminated from consideration.

Online Submissions Only

Email to: julie@thebuzzagency.net

Please put "Bernays Entry" in subject line.



Bernays Awards **Winners 2005-2017**

Best Project by or on behalf of a Nonprofit Organization – Large (\$100K+)

- Clerk & Comptroller, Palm Beach County (2017)**
- Mounts Botanical Garden (2016)**
- Community Foundation for Palm Beach and Martin Counties
& United Way of Palm Beach County (2015)**
- Cultural Council of Palm Beach County (2014)**
- Kaye Communications (2013)**
- Loggerhead Marinelife Center (2012)**
- Spady Cultural Heritage Museum (2011)**
- Lynn University (2010)**
- Arthur R. Marshall Foundation for the Everglades (2009)**
- Cultural Council of Palm Beach County (2008)**
- NCCI Holdings (2007)**
- Together Against Gangs (2006)**

Best Project by or on behalf of a Nonprofit Organization – Small (Under \$100K)

- American Disabilities Foundation (2017)**
- Kaye Communications (2016)**
- 3E Connections (2015)**

Best PR Campaign by a Large Company or Firm (5+ employees)

- Fish Consulting (2017)**
- The Buzz Agency (2016)**
- The Colony Hotel, Palm Beach (2015)**
- The Buzz Agency (2014)**
- Lynn University (2013)**
- Tilson PR (2012)**
- Constitutional Tax Collector, Palm Beach County (2011)**
- Tilson PR (2010)**
- Clerk & Comptroller, Palm Beach County (2009)**
- Office Depot (2008)**

Kaye Communications (2007)
NCCI Holdings (2006)
ME Productions (2005)

Best PR Campaign by a Small Company or Firm (under 5 employees)

Kaye Communications (2017)
JLM Communications (2016)
Durée & Company (2015)
Margie Yansura / Wordsmith Communications (2014)
Durée & Company (2013)
Serbin Media (2012)
Elaine Meier / Elaine Meier Associates (2011)
No Award Given (2010)
Margie Yansura / Wordsmith Communications (2009)
Elaine Meier / Elaine Meier Associates (2008)
Margie Yansura / Wordsmith Communications (2007)
Biscuiti International (2006)
barry r. epstein associates (2005)

Best Branding or Image Campaign *

Durée & Company (2014)
Delray Beach Center for the Arts (2013)
Sharon Geltner / Froogle PR (2012)
The Colony Hotel, Palm Beach (2011)
Wilesmith Advertising / Design (2010)
Pierson Grant PR (2009)
Jewish Federation of Palm Beach County (2008)
Jewish Federation of Palm Beach County (2007)

Community Service Award *

The Boating & Beach Bash Corp., LLC (2014)
The Boating & Beach Bash Corp., LLC (2013)
Boca Raton Advisory Board for People with Disabilities
& Junior League of Boca Raton (2012 – TIE)
Labor Finders International (2011)
Labor Finders International (2010)
Crane's BeachHouse Hotel & Tiki Bar (2009)
American Health Association &
Zimmerman Tree Service (2008 – TIE)
Gregory Brooks &
Junior League of the Palm Beaches, Inc. (2007 - TIE)

Best Crisis Communications

City of Port St. Lucie, Communications Dept. (2017)

The Palm Beach Pops (2015)

Best PR Blogger

Christina Nicholson (2017)

Newsy Parents (2016)

Best Social Media Campaign

Constitutional Tax Collector, Palm Beach County (2017)

JM Family Enterprises (2016)

The Buzz Agency (2015)

The Buzz Agency (2014)

Lynn University (2013)

Sharon Geltner / Froogle PR (2012)

Labor Finders International

& Norton Museum of Art (2011 – TIE)

Sharon Geltner / Froogle PR (2010)

Best Special Event

Karen Galanaugh (2017)

Rotary Club Downtown Boca Raton (2016)

Cultural Council of Palm Beach County (2015)

Kretzer Piano Music Foundation (2014)

The Buzz Agency (2013)

Clerk & Comptroller, Palm Beach County (2012)

The Buzz Agency (2011)

The Breakers, Palm Beach (2010)

Best Internal Communications

FAU Division of Research (2017)

Constitutional Tax Collector, Palm Beach County (2016)

JM Family Enterprises (2015)

Best Marketing Material

Palm Beach County Board of County Commissioners (2017)

FAU Division of Research (2016)

Constitutional Tax Collector, Palm Beach County (2015)

Labor Finders International (2014)

PRDC (2013)

Constitutional Tax Collector, Palm Beach County (2012)

Kravis Center for the Performing Arts (2011)

Constitutional Tax Collector, Palm Beach County (2010)

PR Star Award

Naki Carter, Palm Beach Zoo (2017)
Constitutional Tax Collector, Palm Beach County /
Discover the Palm Beaches (2016 – TIE)
Delray Beach Marketing Cooperative (2015)
Gary Schweikhart (2014)
Kaye Communications (2013)
Florida Atlantic University (2012)
The Buzz Agency (2011)
Jay Berkowitz / Ten Golden Rules
& Jason Hughes / Lynn University (2010 – TIE)
Sharon Patterson / d+g Communications Group (2009)
Toni Wolf (2008)
Bernie Lipskin (2007)

Founders Award

Dan Shube (2017)
Judy Joffe (2016)
Julie Mullen (2015)
Deborah Bottorff (2014)
Barbara McCormick (2013)
Rich Pollack (2012)
Beth Cohen (2011)
Jeanne Epstein (2010)
NCCI Holdings (2009)
Gary Schweikhart (2007)
Barry R. Epstein (2005)

Judges' Award

Margie Yansura, Wordsmith Communications (2017)
FAU Division of Research (2016)
Community Foundation for Palm Beach and Martin Counties
& United Way of Palm Beach County (2015)
Doreen Poreba, APR, The PR Czar (2014)
Constitutional Tax Collector, Palm Beach County (2013)
Jim Sackett (2012)

President's Award

Elizabeth Kelley Grace & Julie Mullen, The Buzz Agency (2017)
Rod Hagwood, *Sun-Sentinel*; Jan Sjostrom, *Palm Beach Daily News*;
Leslie Streeter, *Palm Beach Post* (2016)
John & Margaret Mary Shuff (2015)

Florida Weekly & The Coastal Star (2014)
Lynn University (2013)
Forum Publications (2012)
Business Wire (2011)
**Palm Beach Post / Notables
& Sun-Sentinel / Society Scene (2010)**
**Palm Beach County Convention & Visitors Bureau –
PR Committee (2009)**
Gale Howden / Palm Beach Post (2008)
Jeff Zbar (2007)
Gulfstream PRSA & Palm Beach PRSA (2006)
**Boca Raton News, Palm Beach Post, South Florida Sun-Sentinel,
WPEC-TV, WPBF-TV & WPTV – For Hurricane Coverage (2005)**

NOTE: The Bernays Awards were not held in 2018

***The Community Service Award and The Best Branding or Image Award
were discontinued after 2014**