



Tips for Your Image Awards Entry

The Tampa Bay Chapter of the Florida Public Relations Assn.

Deadline: Friday, March 6, 2015 at 5 p.m.
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Participating in the local and state Image Awards programs is a great way to validate that you are on the right track with the way you present and develop projects for your business or your clients.



Preliminary Steps:

1. Sit down in the next few weeks and write out all of the possible projects that you think may be qualified to enter.
2. As you look through the Call for Entries, highlight the categories in Divisions A, B, C, or D that may apply to your particular projects.

Review the Two-Page Summary Requirements:

3. This is the primary narrative needed to explain the project, its objectives, its action plan, and its evaluation. The topics to be discussed should be identified in the narrative: Research, Objectives, Implementation, Evaluation and Budget.

5. Research / Situation Analysis: Why did you do this project? What did you consider before establishing goals, tactics and evaluations? What occurred that helped you to identify a problem, a target audience and a strategy. Research can be formal or informal. The judges need background of the problem or issue in this section.

6. Objectives: What are your goals? What are your objectives? What will you hope to accomplish by doing this project? This is the section that concentrates on quantitative not qualitative. The judges are looking for specifics that will hopefully come about when the project is completed, such as increasing your membership by 50%, or collecting \$200,000 from a special fundraising event, or gaining \$25,000 in FREE publicity.

7. Implementation: This is the action plan. What steps will you take to accomplish these goals? Establishing a communications plan, a budget, a special event, a newsletter, and other items are all tactics to obtain the results of the project.

8. Evaluation: Did you increase attendance? Did you earn \$200,000 in donations? Did you gain free publicity? In other words, the evaluation must spell out what you accomplished. This section is directly connected to the Objectives. In the Objectives, you spell out what you want to accomplish. In the Evaluation, you show you accomplished it.

9. Budget: This year there are new requirements for the budget section of the summary. Explain the financial outlay required for development, implementation and evaluation of this program or tool. (Reporting staff time agency/corporation/non-profit/government should be expressed in a total dollar amount for the entire number of hours. Hourly rates, salaries or total number of hours are not necessary.) Explain how these expenses relate to the project's success.

Entry Requirements:

- The entry will be an electronic submission, including the application, two-page summary, 50-word summary of the entry, background on the organization and support materials outlining the project, from media coverage to letters from clients, to media photos and articles and much more. The Division and Category of each entry should be included at the top of the pages.
- Payment can be provided by check or online PayPal services, whether it's for one entry or many entries.
- Support materials are important. Everything from media releases, newspaper clippings, photos, brochures, and other materials used in the project, should be included for the judges to review.

What the Judges Look For:

- Judges have the discretion to move your entry to another category. That will NOT disqualify your entry. Try to stay away from the **OTHER** category, if possible. The association has worked to include all types of projects in the stated categories.
- Judges for Image Awards are selected from another Florida chapter. Most likely, those judges will not be familiar with your area or business. While you don't want to waste space in the two-page summary to explain the demographics or location of your project, it often helps to say things like . . . on Florida's East Coast or an underserved community . . . in order to give the judges a quick reference. Some of this may be handled in the one-page Organizational Summary to help orient the judges.
- In reviewing the two-page summary, judges can give up to 70% for the two-page summary and another 30% for the support materials. Three judges are expected to review each entry and then the scores are totaled and divided by 3. A review of all scores at the end of the judging determines the Image, Award of Distinction and Judges Award necessary points.
- You may also want to consider NOT entering the entire project. In other words, sometimes it's better to enter a segment of a project in Division B or Division C rather than having to meet the requirements of Division A, Public Relations campaigns. If this is your first entry, that may be a good course to take. Your evaluation points may relate more to the results of a brochure or an audio program than to the overall public relations project, which uses several pr tactics. It's often easier to demonstrate the value of one segment of the project than the entire project.
- Get a copy of the judging form and review the questions that are asked. You will know just how to write your two-page summary. In their review, the judges determine if the results of the project fulfills the objectives you initially set out to accomplish. In other words, if you wanted to increase attendance by 100%, did you do that or higher? The form also determines the quality and effectiveness of the support materials.

General Information:

If you are entering the same project in two different categories, such as Division A for Public Affairs and Division C for website, you cannot use the same two-page summary for both projects. The summary for Division A must look at the objectives and the results for the entire project, while Division C must provide the objectives and results of what needed to be accomplished by the website itself. One of these entries may be disqualified if the judges determine the same summary was used.

If you have a winning entry or more at the local level, please consider submitting one or all of those entries in the Golden Image entries. Review the comments from the judges and update any recommendations they provide in comments on the judging sheets, making sure you follow all of the rules and regulations of the Golden Image Awards program.