



Lookout Chapter PRSA Incline Award Entry Guidelines

General Guidelines

- **All entries must be postmarked by Fri. Aug. 17, 2012.**
- Some part of each entry must have taken place in 2011.
- Entries must meet one of the following criteria:
 - The public relations professional's business is located in the Lookout Chapter's geographical area.
 - The business/client is located in the Lookout Chapter's geographical area.
 - The total or a portion of the targeted audience is located in the Lookout Chapter's geographical area.
- Entries may be submitted in multiple categories. However, a binder will need to be provided for each category the entry is submitted for, and there is a charge for each category entry.
- Keep a copy of your entry. ALL entries become the property of the PRSA Lookout Chapter.
- Complete the entry form and enclose a check payable to Lookout Chapter Incline Awards.
- **Points will be deducted if entry guidelines are not followed. Failure to comply with these instructions will lead to disqualification.**

Binder Guidelines

- Entries should be submitted in a hard cover, three-ring binder, not more than two inches thick (ring size).
- Pages should be or fit into pages no larger than 8.5 x 11 inches.
- Keep binder cover and spine free of lettering, labels, drawings or other artwork. Except for the entry form, which may be placed in the front cover sleeve.

Summary Guidelines

- Prepare a concise summary to introduce your entry to the judges.
- Summary lengths – no more than two typewritten pages.
- Each summary should address the following:
 - **RESEARCH** – Summarize the primary or secondary research used to identify problems or opportunities addressed by the entry.
 - **PLANNING** – Outline the entry's plan. Specify the entry's objectives, target audience, strategy, creativity and budget.
 - **EXECUTION** – Describe the various elements of entry: techniques, tactics and challenges encountered. Participating or cooperating agencies should be identified along with their roles. If advertising materials were used, entrant must identify and demonstrate that costs amounted to less than one third the total cost of the program.
 - **EVALUATION** – Demonstrate how the entry met or exceeded its original objectives and budget through quantifiable measurement methods.

Work Sample Guidelines

- You may incorporate supporting materials, such as:
 - Photographs
 - Letters
 - Scripts
 - Story boards
 - Clippings
 - Other materials used in researching, planning, executing and/or evaluating the program or project.
- Materials must fit in the three-ring binder, less than two inches (ring size) thick.
- Samples of supporting data should be sufficient to give the judging panel a basis for evaluation.