



# 2023 FPRA Golden Image Awards Call for Entries

## About the Image Awards

The Florida Public Relations Association's (FPRA) Golden Image Awards competition is the standard of public relations excellence in Florida.

Conducted annually, the Golden Image Awards competition provides PR practitioners a platform to be recognized for their outstanding public relations tools and programs.

The competition includes four divisions: Public Relations Programs, Collateral of Public Relations, Digital Tools of Public Relations and Student Projects in Public Relations. Each division includes multiple categories.

Award-winning entries incorporate sound public relations research and planning, the highest standard of production, execution, evaluation of results, budget and return on investment.

## How to Enter

To learn more about the competition and enter, visit [fpra.org/recognition/golden-image-awards/](https://fpra.org/recognition/golden-image-awards/).

## FPRA Members

Members of FPRA can view winning Golden Image entries dating back to 2004.\* Login to [FPRA.org](https://fpra.org) and select Golden Image Awards from the Members tab.

*\*Note that winning two-page summaries from 2019 and previous years do not reflect the current entry requirements, which were updated in 2020.*



# Entries for the 2023 FPRA Golden Image Awards are due by 11:59 p.m. EDT on May 15, 2023.

Entries must be submitted online at [fpra.org/recognition/golden-image-awards/](http://fpra.org/recognition/golden-image-awards/).

## Judging Criteria

The Golden Image Awards program is a public relations competition. As such, it is the public relations aspect of the entry that will receive the greatest scrutiny by the judges. The judges first read and evaluate the two-page summary part of the entry. **Seventy percent of the scoring is based on this summary.** It should explain the reason and need for the development of the public relations program or tool, how it was implemented and the results. The judges then review the support materials for professionalism, innovation and design to score the remaining 30 percent of the entry. ***When writing your two-page summary, reference the Judging Rubric starting on page 12.***

The judging method allows the judges to concentrate on the following criteria required in each two-page summary.

<b>Two-page Summary Requirements</b>		
<b>Research/Situation Analysis</b>	<b>10 points</b>	} <b>Two-page Summary = 70 points</b>
-Defining the Problem (5 pts.) -Employed Research Methods (5 pts.)		
<b>Planning</b>	<b>20 points</b>	
-Goal-Directed Strategic Thinking (5 pts.) -S.M.A.R.T. Objectives Provided (5 pts.) -Strategies & Tactics Distinguished (5 pts.) -Audience Identification (5 pts.)		
<b>Implementation</b>	<b>15 points</b>	
-Sequence of Events/Timeline (5 pts.) -Effectiveness of Plan Messaging (5 pts.) -Program/Plan Creativity (5 pts.)		
<b>Evaluation</b>	<b>10 points</b>	
-Objectives Met (5 pts.) -Goals Met (5 pts.)		
<b>Budget</b>	<b>12 points</b>	
-Budget Documentation (5 pts.) -Budget Justification (7 pts.)		
<b>Entry Clarity</b>	<b>3 points</b>	
-Professionally written, clear, concise and overall possessed good grammar usage (3 pts.)		
<b>Support Material</b>	<b>30 points</b>	
<hr/> <b>Total</b>	<hr/> <b>100 points</b>	

# Divisions and Categories

## Division A – Public Relations Programs

A public relations program is defined as a broad-based communications endeavor using two or more public relations tools.

**1A. Community Relations** – Any program that improves the organization’s image in the community through support of charitable or service activities. The program can be limited to specific segments of the community and usually is aimed at improving specific aspects of community life. Basically, this includes community “good neighbor” or community betterment programs.

**2A. Public Service** – Any program developed to inform about issues of public concern. These programs often deal with larger issues that require public knowledge and action. Public service programs usually are aimed at educating the public and solving public problems.

**3A. Institutional** – Any program that creates a public image for the organization. Typically designed to generate support for and awareness of the organization’s mission, values, programs, plans or activities.

**4A. Public Information** – Any program developed solely to inform or influence target audiences through use of the news media. This could include news conferences, special tours or informational programs.

**5A. Crisis Communication** – Any program developed and/or implemented to handle a disaster or emergency. These programs outline potential effects of the problem, as well as the plans, materials and budgets allocated to develop and implement the program and evaluate its effectiveness.

**6A. Internal** – Any program developed to communicate with internal publics such as employees, shareholders, association members, etc.

**7A. Promotional/Marketing** – Any program developed to promote, publicize, introduce or create an identity for a specific product, service or idea. These programs are generally developed within a marketing framework and often include a purchase or user acceptance of a specific product or service among their objectives.

**8A. Public Affairs** – Any program directed toward government action or activities such as legislative activities, political campaigns, government affairs or relations with public bodies or regulatory agencies. In the broadest sense, this category includes everything meant by “lobbying” plus direct political activities.

**9A. Integrated Marketing** – Any program incorporating public relations strategies and tactics as part of an integrated campaign and demonstrating effective integration with other marketing/communication disciplines.

**10A. Reputation Management** – Any program or strategy developed to enhance or improve the reputation of an organization with its publics, either proactively or in response to an issue or event.

**11A. Special Event** – Any in-person event developed to commemorate a special occurrence, conference, observance, educational opportunity or one-time activity. These could include anniversary celebrations, open houses, dedications, awards ceremonies, parties or receptions.

**12.A. Virtual Special Event** – Any event developed to commemorate a special occurrence, conference, observance, educational opportunity or one-time activity that took place virtually. This event must have been shared using online video broadcasting, which is the distribution of video and/or audio content to an audience over the web or via live streaming.

**13A. Other** – Any broad-based public relations program using two or more public relations tools that is not included in the above-listed categories.

## Division B – Collateral of Public Relations

Public relations collateral is any material, printed or digital, used for a public relations purpose, either standing alone or as part of a public relations program. It includes written and electronic material and specialty items. In the case of regularly produced printed, or digitally printed materials, such as newsletters or magazines, one to three issues should be included in the support material.

**1B. Annual Report** – Printed or electronic internal and external reports.

**2B. Brochure** – Any printed folded or bound publication or digital PDF or flip-book publication produced for a single specific purpose.

**3B. Magazine** – Any periodical or regular publication, which may include articles of one page in length or longer. Publication is usually 16 or more pages in length and includes articles that are more in-depth than a newsletter.

**4B. Newsletter** – Any printed or digital report that is produced, published and distributed on a regular basis by a business, institution, or other organization and that presents information and news to people with a specific interest in the organization or subject.

**5B. News Release or Pitch** – Any document, prepared statement or email communication released to the media as a news item, article or feature story on behalf of a sponsoring person or organization.

**6B. Specialty Item** – Any gift, premium, novelty or physical token used to convey an impression, make a point, establish an image or achieve a public relations objective. Examples include calendars, posters, promotional items and other novelties.

**7B. Other** – Any printed or digital public relations tool that does not fit into the above listed categories or Division C categories. Examples include postcards, rack cards and invitations.

## Division C – Digital Tools of Public Relations

This division includes any online, audio or audio/visual presentation or program that serves a public relations objective. Audio, video or electronic presentations should be submitted with a copy of the script or storyboard, if available.

**1C. Online Audience Engagement** – The process of encouraging people to be interested or actively involved in your organization’s content. Examples include using blogging or microblogging, podcasts, crowdsourcing, influencer campaigns or similar mechanisms.

**2C. Digital Promotion** – Edited, finished-product display tools such as: online media kits, email marketing, e-promotions, PSAs, ad placement/sponsored ads, boosted posts, digital marketing and paid content.

**3C. Social Media** – Any program or portion of a campaign developed for one or more social media channels, including Facebook, Instagram, LinkedIn, Snapchat, Twitter, TikTok, etc.

**4C. Video – Internal** – Any video that presents information to an organization’s internal audience. Examples include orientation programs, meeting openers, news shows, company updates, training, webinars, etc.

**5C. Video – External** – Any video that presents information to an organization’s external stakeholders with an intent to promote, publicize, introduce or create an identity for a specific product, service or idea. These tools generally are developed within a marketing framework and often include a purchase or user acceptance of a specific product or service among their objectives.

**6C. Video – Public Service** – Any video presented to inform or educate an organization’s external audiences on an issue of public concern.

**7C. Video – Institutional** – Any video used to support the public image of an organization. This tool typically is designed to generate awareness and support of the organization’s mission, values, programs, plans or activities.

**8C. Website** – Any external or internal website created to achieve a public relations objective.

**9C. Other** – Any digital, online, audio, audio/visual or electronic tool that is not included in the above listed categories such as a video news release, presentation, app, landing page, etc.

## Division D – Student Project in Public Relations

This division is restricted to entries submitted by full- or part-time students enrolled at accredited Florida universities or colleges. Student projects in public relations include printed or digital materials and campaigns created for public relations purposes, whether assigned for a course or completed outside the classroom. A photocopy of the entrant's valid student ID must be attached to the entry form.

**1D. News Release or Pitch** – Any document, prepared statement or email communication released to the media as a news item, article or feature story on behalf of a sponsoring person or organization.

**2D. Public Service Announcement** – Any video or audio spot one minute or less in length that is designed to inform or educate an organization's external audiences on an issue or event. Script must be included.

**3D. Public Relations Campaign** – Any broad-based communications endeavor that uses two or more public relations tools. Campaigns can improve or create an organization's image, inform the public on issues of concern, handle disaster situations or communicate with internal audiences.

**4D. Digital Communication** – Any audio, video or other electronic tool used to achieve a public relations objective. Can include e-mail, video, website, presentation, etc.

**5D. Social Media** – Any program or portion of a campaign developed for one or more social media channels, including Facebook, Instagram, LinkedIn, Snapchat, Twitter, Tik Tok, etc.

**6D. Special Event** - Any event developed to commemorate an occasion either in-person or virtually. Special event examples include observances or one-time activities, such as anniversary celebrations, open houses, dedications, awards ceremonies, parties or receptions. Must be held live or live-streamed.

# Rules for Entry

1. Entries must be submitted in the most appropriate division and category.
2. Entries for the same project may not be entered in more than one category in the same year; however, pieces from an entry may be entered into other categories. Entries that win Golden Image Awards may not be re-entered in subsequent years unless there has been substantial change in the entry.
3. Some part of the entry must have taken place between January 1, 2022 and May 1, 2023.
4. Entries must be submitted electronically in five separate files (Two-Page Summary .pdf, Support Material .pdf, Organizational Overview .pdf, 50-Word Summary .pdf, and one .jpg). The titles of all files should include the name of the entry, division and category.

## Entry Attachment

The first PDF, titled with the name of the entry, division, category and the word “Entry,” should be the two-page summary.

- The summary must address each of the following: Research/Situation Analysis; Planning; Implementation; Evaluation and Budget.
- The summary cannot exceed two typewritten pages.
- The two-page summary must be created using Times New Roman font. Type size must be 10-point.
- Line spacing must be set at one-and-a-half (1.5) lines, and margins must be set at .75 inch.

**Entries that do not follow these specifications will be disqualified.**

## Support Attachment

The second PDF, titled with name of entry, division, category and the word “Support,” should contain materials that support or substantiate the information provided in the summary.

- The first page of the support material PDF should be a Table of Contents indicating information about the files contained within.
- News clippings, photos, publications and copies of materials used in the implementation of the program/tool are pertinent.
- Photographs may be incorporated into the Support .pdf to represent support materials not available electronically.



- Examples of audio-visual materials and video coverage may be submitted separately to support any entry in the Public Relations Programs division.
- Entries in the Audio/Visual/Online Division should be submitted as electronic files titled with the entry name, division and category.

## **Organizational Overview**

This document should briefly explain the company background and PR staff size to acquaint the judges with the submitting organization.

## **50-Word Summary Attachment**

This document should be a 50-word summary of the entry. The information will be used when announcing winning entries.

## **Image Attachment**

The final attachment needed to submit your entry is a JPG image. In the event your entry wins an award, this will be used in addition to your 50-word summary to represent your entry.

## **Payment**

Payment for the entry fees may be submitted online by credit card or by check.

## **Entry Checklist**

- ✓ Division and category are noted.
- ✓ Some part of the entry must have taken place between January 1, 2022 and May 1, 2023.
- ✓ Summary is no longer than two pages with 1.5 line spacing and .75 margin around each page.
- ✓ Type is 10 points, and font is Times New Roman.
- ✓ Brief organizational overview is included as a separate PDF file.
- ✓ All support materials, A/V and electronic requirements are met.
- ✓ 50-word summary is included as a separate PDF file.
- ✓ Name(s) to be used on award are specified and properly spelled.

## **Disclaimers:**

- The judges reserve the right to reclassify entries if deemed necessary.
- Entries that do not follow all the Rules for Entry may be disqualified.

- No part of the entry may be submitted after the deadline.
- Fees for disqualified entries will not be refunded.

## **Important Deadlines**

**All entries are due by 11:59 p.m. EDT on May 15, 2023.** The early bird deadline for a reduced fee is 11:59 p.m. on May 9, 2023. Entries must be submitted at [fpra.org/recognition/golden-image-awards/](https://fpra.org/recognition/golden-image-awards/). To ensure fairness to all entrants, no exceptions will be allowed.

Awards will be presented at the 2023 Golden Image Awards Gala on August 8 at the [FPRA Annual Conference](#) at the Waldorf Astoria Orlando. Winners will be notified in advance so they can plan their attendance.

# **Awards Presented**

## **Judges' Award**

May be presented by judges to entries that achieve outstanding return on investment. More than one may be presented in each category.

## **Award of Distinction**

May be presented to entries that meet a criteria of excellence set by the judges. More than one may be presented in each category.

## **Golden Image Award**

May be presented to the top-scoring entry in each category if the entry rises to a level of excellence set by the judges. Only one Golden Image Award is presented in each category.

## **Grand Golden Image Award**

Presented to the best Image Award-winning entry in Divisions B and C. Only one Grand Image Award is presented in each division.

## **Dick Pope All Florida Golden Image Award**

Presented to the best Golden Image Award-winning entry in Division A. Only one Dick Pope All Florida Image Award is presented. This award was named after Richard D. Pope, Sr., the founder of Cypress Gardens, a legendary Florida roadside attraction founded in 1936. Pope was one of the early innovators and leaders in the emerging public relations profession following the Great Depression, and when Lt. Col. John W. Dillin founded FPRA in 1938, Pope was at his side.

# Judging Process & Rubric

## IMPORTANT UPDATE

FPRA revamped its Golden Image judge scoring process in 2020 to provide more specificity. This revised judging instrument requires specific criteria to be met to earn an increasing level of points.

Because additional information is required, the one-inch margin requirement was changed to a .75 margin and the double-spacing requirement was changed to 1.5 spacing. These changes provide entrants with additional space to cover the criteria outlined. New requirements implemented in 2020 include the following:

- Goals should be identified.
- Strategies and tactics should be provided and identified.
- Audience identification should address psychographic and demographic information.
- Communication channels used to reach target audience should be included.
- Sequencing of events (or timeline) should be addressed within implementation section.
- Assigned responsibilities for plan execution should be addressed within implementation phase.
- Communication messages used to reach identified target audiences should be included.

For specifics related to these new judging metrics, please consult the following judging rubric.

The rubric is grounded in our profession's established body of knowledge. Sources used to develop the rubric include *Cutlip & Center's Effective Public Relations, Eleventh Edition*, the "APR Study Guide from the Universal Accreditation Board" and *Public Relations and the Power of Creativity: Strategic Opportunities, Innovation and Critical Challenges*.

## JUDGING TEAMS

Each entry is scored by a team of three judges. Judging teams are assigned to the same set of entries within any given Division and Category to ensure consistency and fairness. All appointed Golden Image judges must be Accredited in Public Relations. Judges score each entry independently and then discuss the entries and work as a team for final award confirmation.

## JUDGING SCORING PROCESS

All entries must be submitted via FPRA's online Golden Image Awards platform to be considered as an official Golden Image Award entry. Through this platform, judges will score entries by answering a series of questions that correspond with the provided rubric. Based on their answers, the system will assign a score to each section being answered. These scores and award assignments, based on the judge's answers, will then be provided to the judging teams to review and verify.

## Research/Situation Analysis Section (10 Pts.)

Research is the primary and/or secondary gathering of information to understand a situation, check assumptions and perceptions, define the problem and publics and determine the appropriate course of action.

### DEFINING THE PROBLEM (5 points)

- Poor** The purpose of the program/project was not stated. (0 points)
- Fair** The purpose was stated, but it was not well defined and background information was insufficient to fully understand the scope of the situation. (2 points)
- Good** The purpose was stated, and it was either defined with a value judgement that something was wrong or could be better, or sufficient background information was included to understand the situation, but not both. (3 points)
- Very Good** The purpose was stated and well defined with a value judgement that something was wrong or could be made better, and sufficient background information to understand the situation was provided. This includes all that is known about the situation, its history and forces operating on the matter. (4 points)
- Outstanding** The purpose of the project was concise, clearly stated and well-defined. A collection of all that is known about the situation, its history, operating forces, and those involved or affected internally and externally were provided. (5 points)

### EMPLOYED RESEARCH METHODS (5 points)

*Primary Research is an investigation or the collection of data firsthand, or by a third party contracted specifically for the firsthand party. It is research you do yourself that has not been done before.*

*Secondary Research uses the research findings of others or collects information secondhand. It is the examination of research previously conducted by others.*

- Poor** No research methods were noted as used. (0 points)
- Fair** Research was conducted, but methods were either NOT provided or were incorrectly identified. (2 points)
- Very Good** Primary and/or secondary research was employed and correctly identified for data/information collection. (4 points)
- Outstanding** Primary and/or secondary research was employed and correctly identified for data/information collection, and the results gleaned from the research presented useful information for the planning process. (5 points)

## Planning Section (20 Points)

The planning section should distinguish goals, objectives, strategies, tactics and audiences based on research findings. The stated goals and objectives should address the identified problem or issue and align with the organizational mission and goals. Objectives should be specific, measurable, achievable, relevant and time specific. Strategies and tactics should be distinguished, and target audiences and their characteristics identified.

### **GOAL-DIRECTED STRATEGIC THINKING (5 points)**

*Goals are longer-term, broad, global and future statements of “being.”*

- Poor** No goal(s) was provided. (0 points)
- Fair** Goal(s) was provided but did not provide a clearly defined outcome. (2 points)
- Good** Goal(s) was stated and provided a clearly defined outcome. (3 points)
- Very Good** Stated goal(s) provided a clearly defined outcome and was appropriate for addressing the identified problem/issue. (4 points)
- Outstanding** Stated goal(s) provided a clearly defined outcome, was appropriate for addressing the identified problem/issue and aligns with the organization’s mission and goals. (5 points)

### **S.M.A.R.T. OBJECTIVES PROVIDED (5 points)**

*S.M.A.R.T. objectives are Specific, Measurable, Achievable/Attainable, Relevant and Time Specific.*

- Poor** All objectives contain only one or no elements outlined above. (0 points)
- Fair** All objectives contain at least two elements outlined above. (2 points)
- Good** All objectives contain at least three elements outlined above. (3 points)
- Very Good** All objectives contain at least four elements outlined above. (4 points)
- Outstanding** All objectives contain all the elements outlined above. (5 points)

## **STRATEGIES & TACTICS DISTINGUISHED (5 points)**

*Strategy – The approach or general plan for the program designed to achieve an objective.*

*Tactic – The actual events, media, methods used to implement the strategy.*

- Poor** Neither strategies nor tactics were distinguished for accomplishing the stated objectives. (0 points)
- Fair** Either strategies or tactics were distinguished for accomplishing the stated objectives, but not both. (2 points)
- Good** Both strategies and tactics were distinguished for accomplishing the stated objectives. (3 points)
- Very Good** Both strategies and tactics were correctly distinguished for accomplishing the stated objectives, and a clear understanding of the difference between strategies and tactics was demonstrated. (4 points)
- Outstanding** Both strategies and tactics were correctly distinguished for accomplishing the stated objectives, a clear understanding of the difference between strategies and tactics was demonstrated and the identified strategies worked to support the achievement of the stated objectives. (5 points)

## **AUDIENCE IDENTIFICATION (5 Points)**

*Psychographics – opinions, beliefs, attitudes, values, etc.*

*Demographics – gender, age, income, etc.*

- Poor** Audience identification was not addressed. (0 points)
- Fair** Audience(s) was identified, but NO psychographic *or* demographic information was provided. (1 points)
- Good** Audience(s) was identified, and either psychographic *or* demographic information was provided, but not both. (2 points)
- Very Good** Audience(s) was identified and *both* psychographic *and* demographic information were given. (3 points)
- Outstanding** Audience(s) was identified, both psychographic and demographic information were given and appropriate communication channels/vehicles for reaching the target audience(s) were identified. (5 points)

## Implementation Section (15 Points)

The implementation section outlines the action and communication employed for achieving the stated goal(s) and objectives. How and when the plan's key message(s) was communicated should be addressed. The message(s) should work to motivate the target audience's interest, as determined by research, and cause a goal-directed response. Within this section, judges should be given enough information to understand the sequence of events (timeline), assigned responsibilities for plan execution. The use of creativity will also be assessed.

### **SEQUENCE OF EVENTS/TIMELINE (5 points)**

- Poor** Sequencing of events, a timeline of activities, employed during the implementation phase was *not* identified. (0 points)
- Good** Plan addressed the sequence of events, a timeline of the activities, employed during the implementation phase. (3 points)
- Outstanding** Plan addressed the sequence of events (a timeline of the activities) employed during the implementation phase *and* outlined assigned responsibilities for plan execution. (5 points)

### **EFFECTIVENESS OF PLAN MESSAGING (5 points)**

- Poor** No communication message(s) was provided for the targeted audience(s). (0 points)
- Fair** Communication message(s) for *some* of the identified target audience(s), not all, was provided. (2 points)
- Good** Communication message(s) for *all* identified target audiences was provided. (3 points)
- Very Good** Communication message(s) for *all* identified target audiences was provided, and the entry demonstrated that the message(s) was disseminated via channels used by the target audiences. (4 points)
- Outstanding** Communication message(s) for *all* identified target audiences was provided, and the entry demonstrated that the message(s) was disseminated via channels used by the target audiences *and* that the message(s) motivated the target audience(s) to act/respond to the message(s). (5 points)



## **PROGRAM/PLAN CREATIVITY (5 points)**

*Demonstration of creativity in public relations may include, but is not limited to, the following:*

- Program/project messaging is original and adaptive, new and functional
- Demonstration of originality and effectiveness
- Innovative ways of sending messages whose content is unconventional yet adaptable
- Sensitivity to problems (recognizing that several problems exist where it may appear to some that only one problem exists)
- Succeeded in earning trust, adding value, changing the attitude, behavior and/or beliefs of the company's/organization's publics
- Use of visual storytelling vehicles
- Use of unexpected and unconventional strategies, tactics and/or tools
- Making everyday life more meaningful, simple, joyful and/or easier
- Conceptual blending – a campaign that aims to create a new space where the target group is very much aware of the fact that the campaign is for the good of the company/organization, but still aims to create a difference for the target group as well.

### **Did the project demonstrate creativity?**

**Poor** No. (0 points)

**Good** Yes, there was demonstration of some level of creativity. (2 points).

**Very Good** Yes, I was impressed with the demonstrated level of creativity. (3 points).

**Outstanding** Yes, I was very impressed\* with the demonstrated level of creativity (5 points).

*\*"Very impressed" is defined by answering the following question.*

*"Did the entry's level of creativity have the 'big idea' factor?"*

*Note: Creativity is still a vague concept for the public relations field. However, findings show that creative campaigns send messages that are original and adaptive, new and functional and potentially useful. The list above attempts to identify some, but not all, of the characteristics that help to define creativity in the public relations profession.*

## Evaluation Section (10 Points)

The evaluation section determines if the program/project met the stated goals and objectives and the extent to which the planned results or outcomes were accomplished. This section is meant to answer the question “How well did the entrant do?”

### **OBJECTIVES MET (5 points)**

- Poor** The entry did *not* meet any of the stated objectives, or no objectives were provided to evaluate against. (0 points)
- Good** The entry met *some* of the stated objectives. (3 points)
- Very Good** The entry met or exceeded *all* the stated objectives. (4 points)
- Outstanding** The entry met or exceeded *all* the stated objectives, *and* the objectives work to effectively support the states goals. (5 points)

### **GOALS MET (5 points)**

- Poor** The entry did *not* meet any of the stated goals, or goals were not provided (0 points)
- Good** The entry demonstrated that inroads were made to meeting the stated goals. (3 points)
- Outstanding** The entry met *all* the stated goals. (5 points)

## Budget Section (12 Points)

To properly assess an award-winning program, all costs associated with the program/project must be identified, either in dollar figures or the percentage/ratio of cost to the department's or organization's overall budget. This includes staff time and in-kind contributions, if applicable. The primary purpose for budget documentation is to demonstrate through ROI why the submitted program/project equates to a worthwhile investment.

### **BUDGET DOCUMENTATION (5 points)**

<b>Poor</b>	No budget information was included. (0 points)
<b>Fair</b>	Budget numbers (dollar figures or percentages/ratios) were included but no additional information or explanation of how budget was utilized was provided. (2 points)
<b>Good</b>	Budget numbers (dollar figures or percentages/ratios) included itemized utilization <i>or</i> staff time, but not both. (3 points)
<b>Very Good</b>	Budget numbers (dollar figures or percentages/ratios) included <i>both</i> itemized utilization <i>and</i> staff time. (4 points)
<b>Outstanding</b>	Budget numbers (dollar figures or percentages/ratios) included <i>both</i> itemized utilization <i>and</i> staff time, <i>and</i> the program/project came in at or under budget. (5 points)

### **BUDGET JUSTIFICATION (7 points)**

*Return on Investment (ROI) is demonstrated by comparing the program's/project's overall cost to the return received as a result of implementing the program/project.*

*ROI demonstration methods may include, but are not limited to:*

- Increased sales or usage of service achieved
- Comparing baseline analytics (web and social media) with analytics following program/project completion
- Increase in social media engagement and following increase
- Sentiment analysis of media mentions, before, during and after program project completion
- Survey result comparisons (benchmark data vs. follow-up survey data)
- Donated services quantified (if applicable)
- Costs comparisons to industry standards were made (if able and appropriate)
- Higher ranking for keywords achieved through comparison of benchmark data
- Increased website traffic using baseline data for comparison
- Increase in subscriptions (newsletters, email signups, etc.)
- Industry or local award given to business or professional associated with project

### **Did the project demonstrate an impressive ROI?**

**Fair** No. (0 points)

**Good** I believe the noted ROI was reasonable and justified the cost (time, money and other resources) employed to achieve the end outcome(s). (3 points)

**Very Good** I was impressed with the demonstrated ROI. (4 points)

**Outstanding** I was very impressed with the demonstrated ROI. (7 points)\*

*\*Triggers Judges' Award Consideration*

"Reasonable" is defined as what should be considered an expected gain for resources exchanged to achieve a desired goal/outcome.

"Impressive" is defined by answering the following question. "Did the entry's ROI have the 'wow factor'?" Only entries that exceed their stated objectives by what the judge considers to be a wide margin should be considered for a "yes" level response. Judges have the latitude to determine what they believe to be considered an "impressive" ROI.

### **Entry Clarity (3 Points)**

These points are awarded based on the overall professionalism presented in the summary and supporting materials.

**Was the entry professionally written, i.e., clear, concise and overall possessed good grammar usage?**

**Poor** No. (0 points)

**Fair** Somewhat. (2 points)

**Good** Yes. (3 points)

## **Support Material Section (30 Points)**

This section should contain the materials that support or substantiate information provided in the two-page Summary. An effective support material section works to quickly summarize the program/project entry for the reviewing judges.

Three points are earned for each “yes” response in Questions 2-11.

1. No support material was provided. (0 points)
2. The support material section included a table of contents. (3 points)
3. The support material was presented in an easy-to-follow format. (3 points)
4. Research documentation (i.e., findings) were included with support material. (3 points)
5. Support material reflected the implementation of the program’s/project’s strategies. (3 points)
6. Support material reflected the implementation of the program’s/project’s tactics. (3 points)
7. Representations of the program’s/project’s printed and/or digital content (tools) were included with the support material. (3 points)
8. The support material reflected noted budgetary items. (3 points)
9. The support material was professional looking. (3 points)
10. The support material’s graphics supported the program’s/project’s key messaging. OR, if graphics are not applicable, the support material’s tools supported the program’s/project’s key messaging. (3 points)
11. The support material was creative and/or innovative. (3 points)