

AWARD ENTRY

The checklists below contain important rules and are an integral part of your entry. Please read them carefully and follow the instructions step-by-step. Scoring of entries will be based on four phases: research, analysis/planning, communications/execution and evaluation. **FAILURE TO COMPLY MAY LEAD TO DISQUALIFICATION.**

PRSA AURORA AWARD CHECKLIST

- Choose the most appropriate category. A program may be entered in one Aurora Award category only. Pieces of a program may be entered in the appropriate Award of Excellence categories.
- A substantial part of your program should have taken place between April 15, 2016 - April 15, 2017 including evaluation.
- Powerpoint slide. Use template at www.prsaalaska.org and submit a PowerPoint slide of award entry
- Brief summary – 80-word summary of Aurora Awards campaign to be considered for APR's Choice Award.
- Introduce your activity with a concise nomination no longer than two typewritten pages, and address each of the following:

Research - 10 points

- Methodology
- Relationship to situation
- Strategies

Analysis/Planning - 10 points

- Objectives
- Originality
- Identification of need
- Techniques
- Budget
- Problem resolution

Communication/Execution - 10 points

- Implementation methods
- Materials used
- In progress adjustments
- Communication techniques
- Tools and tactics
- Support personnel
- Employment of resources
- Creativity and originality
- Budget allocation method (need not show actual budget numbers)

Evaluation - 10 points

- Evidence of success
- Method of evaluation
- Connection to objectives
- Analysis and quantification of results
- Cost effectiveness

Ready to submit?

- 1 PDF of your completed entry form
- 1 PDF of your proof of payment (Square PDF receipt)
- 1 PDF of your award write up nomination
- 1 PDF of your support materials, such as pictures, letters, clippings or other items used for the activity.
- Video or audio submissions may be uploaded to the Dropbox account separately or a link to the work may be provided
- PowerPoint slide , template available at www.prsaalaska.org
- 1 PDF of 80 word summary for APRs' Choice award consideration (Aurora Awards only)
- Before you submit, please make sure files have the correct titles: category number, the first three words of the award entry title and the pdf topic (e.g.: A10_InsideASDNewsletter_EntryForm)

PRSA AWARD OF EXCELLENCE CHECKLIST

- Choose the most appropriate category. A single item can only be entered in one category.
- Work should have taken place between April 15, 2016 - April 15, 2017.
- Explain your activity with a concise nomination no longer than one typewritten page, and address each of the following:

Analysis/Planning - 10 points

- Objectives
- Originality
- Identification of need
- Techniques
- Budget
- Problem resolution

Communication/Execution - 20 points

- Implementation methods
- Materials used
- In progress adjustments
- Communication techniques
- Tools and tactics
- Support personnel
- Employment of resources
- Creativity and originality
- Budget allocation method (need not show actual budget numbers)

Evaluation - 10 points

- Evidence of success
- Method of evaluation
- Connection to objectives
- Analysis and quantification of results
- Cost effectiveness

Ready to submit?

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