



FPRA CAPITAL CHAPTER  
*Image Awards*  
2019 AWARDS & GALA

**Call for entries due March 11 at 3 p.m.**

**Entries must be submitted electronically at [fpraimage.org/capital](http://fpraimage.org/capital)**

**For questions contact, Amanda Handley, APR at [ahandley@frla.org](mailto:ahandley@frla.org)  
or (850) 570-1797**

Division A, B or C

FPRA Member - \$45 for single entry; \$40 each for multiple entries

Non-member - \$55 for single entry; \$50 each for multiple entries

Division D (Students Only)

Student FPRA Member - \$25 for single entry; \$20 each for multiple entries

Student Non-member - \$35 for single entry; \$30 each for multiple entries

# CALL FOR ENTRIES

The Local Image Awards competition is conducted annually by the Capital Chapter of the Florida Public Relations Association to recognize outstanding public relations programs in Florida. By recognizing the very best examples of innovation, planning and design, the Image Awards encourage and enhance public relations professionalism in the communities we serve.

The competition is open to both FPRA members and non-members alike. Participation provides valuable insight for those who wish to enter FPRA's State Golden Image Awards, a highly-regarded standard of public relations excellence in Florida. Both competitions include four divisions: Public Relations Programs, Printed Tools of Public Relations, Digital Tools of Public Relations and Student Projects in Public Relations.

To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of production, execution and evaluation of results and budget.

# AWARDS PRESENTED

## **Award of Distinction**

Presented to all entries that meet the standards of excellence set by a panel of judges

## **Image Award**

May be presented to the top-scoring entry in each category if the entry meets predetermined criteria of excellence set by the judges

## **Judges' Award**

Special award presented by judges for entries that achieve maximum results while using a minimum amount of money

## **Grand Image Award**

Presented to the best Image Award-winning entry in Divisions B, C and D

## **Grand All Image Award**

Presented to the best Image Award-winning entry in Division A

# JUDGING CRITERIA

Entries are judged by qualified FPRA members from outside the Capital Chapter. Judges must be Accredited in Public Relations (APR) and must have previously won an award in the Image Award or Golden Image Award competition. Judges first read and evaluate the summary that accompanies the entry. Seventy percent of the scoring is based on the summary, which sets out the reason/need for the creation of the public relations program or tool, how the program or tool 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.

The judging method allows the judges to concentrate on the following criteria required in each summary:

- 1. Research/Situation Analysis** – Summarize how you identified the issue, need or problem; how you developed a PR strategy/product/tool for addressing the issue; and how you identified the target audience. Include any formal and/or informal research methods that helped solve the problem or leverage the opportunity.
- 2. Objectives** – Clearly state the specific, measurable objectives (qualitative and/or quantitative) that this program or tool was designed to achieve.
- 3. Implementation** – Outline the steps used to achieve the stated objectives.
- 4. Evaluation** – Explain how the success of the program or tool was measured. Report how well it achieved its objectives.
- 5. Budget** – Explain the financial outlay required for development, implementation and evaluation of this program or tool. Reporting staff time agency/corporation/nonprofit/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 RULES LOCAL IMAGE 2019

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 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, 2018 and March 1, 2019.
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," will be the two-page summary.
- The summary must address each of the following: Research/Situation Analysis; Objectives; Implementation; Evaluation and Budget.
- The summary cannot exceed two typewritten pages.
- Summary must be created in Word using Times New Roman font.
- Type size must be a minimum of ten-point, double-spaced, with a one-inch margin around all sides of the summary.

## **SUPPORT ATTACHMENT**

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

- The first page of the attachment should be a table of contents page 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**

In this document, briefly list company background and PR staff size to better acquaint the judges with the submitting organization.

## **50 WORD SUMMARY ATTACHMENT**

A 50-word summary of the entry must accompany your submission. Information provided in this document will be used when announcing winning entries.

## **IMAGE ATTACHMENT**

The final attachment needed to submit your entry is a JPEG image representing your entry. This will be used in addition to your 50-word summary in the event your entry wins an award.

## **PAYMENT**

Payment for the entry fees can be submitted online or by check. See payment information on the Chapter Entry Form.

## **DISCLAIMERS**

- The judges reserve the right to reclassify entries if deemed necessary.
- Entries that do not follow all of 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.