

Five Tips on Preparing FPRA Image Award Entries

1. **Read the directions.** Make sure to address all five elements of the summary: Research, Objectives, Implementation, Evaluation and Budget. Don't try to fake any of them. You must provide valid information on each element.
2. **Track projects throughout the year, not just at awards time.** Keep a file for notes, surveys and documentation. It will make compilation that much easier.
 - Evaluate every project as a potential entry
 - Keep good records
 - Record your objectives
 - Set quantifiable goals
 - Organize your support materials. Include survey results, proof of research, before and after samples, media clips, letters of appreciation, pertinent reference material. Get audio and video files of all radio and television publicity.
3. **Plan ahead to conduct research and document results.** It will strengthen your work. Manage by fact. Measure your results.
4. **Put the most work into the summary, not just the notebook.** It is 70% of your total score. Be clear, concise and factual, not just creative.
5. **Review the checklist provided in the Call for Entries. Be sure all criteria are met.**
 - Some part of the entry took place within the specified time frame
 - Entry is contained in a standard hardcover, stiff-spin, three-ring binder no larger than 3" thick
 - Original or photocopied entry form is the first page of the entry
 - Summary is a Word document no longer than two pages. Pages have a 1" margin and type is double-spaced. Font used is Times New Roman, no smaller than 10 point.
 - Three copies of the summary are included, in addition to the original
 - A brief organizational overview immediately follows the two-page summary
 - All support materials and AV and electronic requirements are met
 - All support materials are labeled with proper identification, division and category
 - 50-word summary is included
 - Name(s) to be used on the award are specified and properly spelled
 - Check payment and duplicates of entry form (if check is used for more than one entry) are attached
 - CD containing the two-page summary, 50-word summary and digital image is labeled, placed in an envelope and attached to the 50-word summary