

Alchemy Awards

Application Instructions

2017 PRSA Madison Alchemy Awards Instructions

Each entry will consist of three elements:

- [Entry Form](#)
- Entry – prepared in Microsoft Word, following the instructions provided below
- [PowerPoint Slide](#) – to be used in the award ceremony presentation
 - Update slide to include information relevant to your entry
 - Include visuals that are clear representations of your entry
 - Update “Notes” section on slide to include information about your entry, including synopsis and award announcement/recognition

Entries be evaluated using the criteria that are the prime tenets of public relations: research, analysis and planning, communication action, implementation and evaluation. When determining how to best present your work, consider the following:

- **Objectives:** Purpose and objectives clearly stated. Target audience(s) clearly defined.
- **Research:** Thorough advance research or analysis, including determination of issues and needs.
- **Planning:** Complete and comprehensive planning. Appropriate use of available budget.
- **Creativity:** Creative approach/appropriateness of the communications methods and/or medium.
- **Quality:** Overall image and professional appearance including design, photography, electronic production, paper selection, typography and audiovisual production. Quality of writing.
- **Evaluation/Results:** How well the entry addresses the target audience and meets the stated objectives. How well results correlate to research findings and strategic objectives. *Note: For campaigns, circulation figures are not an acceptable means of quantitative measurement.*

The judges have the right to withhold an award in any category if the entry does not, in their opinion, warrant recognition. Entries may be moved to the appropriate category or division at the judge’s discretion. Entries will be disqualified if submission guidelines are not followed.

Preparing Your Entry

All entries should be crafted in Microsoft Word. Entries should adhere to the following style guidelines:

- Font: Arial (12pt minimum)
- Margins: 1"
- Section Headers (e.g., Entry Tile, Evaluation/Results) should be bolded
- Length/Word Count: No less than 100 words per entry

	Section	Section Copy/Content	Details/Recommendations
1	Entry title	Name of entrant, agency/organization	
2	Campaign or Tactic Category	Number and category name (Ex. 6 – Crisis Communications) Month and year of completion date of campaign/tactic.	Choose from one of the categories listed in applications instructions.
3	Top Level Synopsis	Name of Client, Budget, Situational Overview	
4	Project Objective	Full outline of project objective(s) and identification of target audience(s)	
5	Research/Planning	Primary and secondary research completed prior to execution	Can include supplemental documents
6	Plan Outline	Planning materials/pre-work supplements	Can include supplemental documents
7	Execution	Carefully explain how your campaign or tactic unfolded	When detailing the execution, try answering the 5Ws (Who, Want, When, Where, and Why) Save these supplemental documents
8	Evaluation/Results	Summary of the results of your campaign or tactic (e.g., number of attendees, website traffic, video views)	Must include measurable data tied directly to your objective(s).
9	Supplemental Materials (e.g., images, collateral, video, audio)	Quality images that represent your project as accurately as possible. Use operable hyperlinks to video and audio if possible.	Limited to 20. **Note: If your link is inoperable, it will not be included in the judging process.

Finalizing and Submitting

1. Save your presentation using CATEGORYTITLE _ORGANIZATION/AGENCY_PROJECT NAME as the file name.
 - a. For example: Campaign Social Media_StephanandBrady_ListenUp.
2. Upload submissions to Dropbox, if possible. If this is not possible or you have difficulties, send to atriest@stephanandbrady.com.
3. Payment for submission should be made [via EventBrite at the time of submission](#).
4. Confirmation of receipt will be emailed to the individual submitting the entry/entries.

Deadlines & Payment

Early Bird Deadline: Early entries will be accepted through the end of the day (11:59 p.m. CST) Friday, July 14, 2017. The early bird entry fee is \$45 for PRSA Madison Chapter members and \$65 for non-chapter members.

Final Deadline: All entries must be submitted by the end of the day (11:59 p.m. CST) Friday, August 4, 2017. The entry fee for work entered after the early bird deadline is \$65 for PRSA Madison Chapter members and \$85 for non-chapter members.