

Golden Achievement Award Information

The Golden Achievement Award is for projects that represent an aspect of the overall public relations program. Each entry is judged against criteria—not other entries. Criteria are explained on the award entry form. Judges will select as many winners as effectively meet the award criteria. An external SPRA-chapter judges these entries.

There is a \$40 entry fee for this award.

Criteria

- Evidence of Need: Evidence of the need or problem must be described and program goals must be stated and measurable
- Planning: Identified target audiences, involvement of others in the planning, variety of communication channels incorporated
- Execution/Communication: Timelines, implementation strategies and effective communication techniques
- Evaluation: Evidence that your program accomplished your stated goals

Examples of Golden Achievement projects include:

- back-to-school information campaign
- series of publications designed to accomplish a specific purpose
- campaign material to build understanding for schools
- series of media relations activities
- staff and student recognition programs
- school activities, programs or projects at shopping malls
- a marketing/e-marketing component dealing with preschool
- community education

Submission Process

Prepare a one-page summary of the activity, project, publication or video specifically addressing the evidence of need, planning, execution/communication and evaluation.

Supplementary documentation is permissible, but is limited to three pages of newspaper clippings, letters, brochures, etc.

Brevity, clarity of concept, good writing and evidence of objective evaluation of your project are factors the judges look for in winning entries.