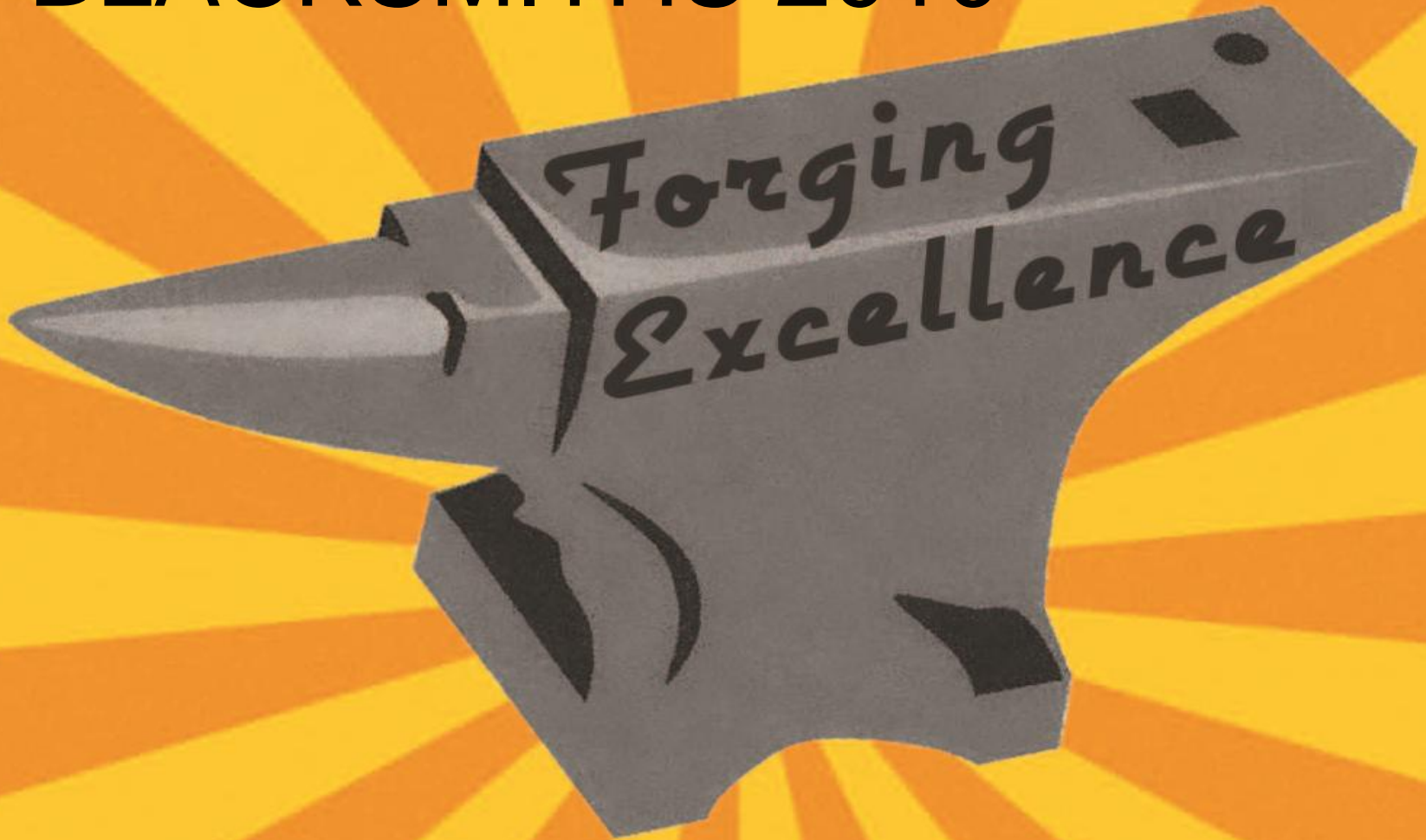


CINCINNATI PRSA BLACKSMITHS 2010



Why Enter?

- Get recognition for your best work
- Earn bragging rights
- Show up the competition
- Get ready for Silver or Gold Anvil
- Support your chapter – PRSA Cincinnati makes money from the competition

Deadline & Fees

- Entry deadline: Friday, Sept. 10, 5 p.m.
- Three categories of entries
 - Campaigns
 - Members: \$70 for profit/\$60 nonprofit
 - Nonmembers: \$90 for profit/\$80 nonprofit
 - Tactics
 - Members: \$50 for profit/\$40 nonprofit
 - Nonmembers: \$70 for profit/\$50 nonprofit
 - Professional recognition
 - Free

Summaries: Campaigns

- Campaigns
 - 2 page summary, type size at least 12 points
 - Situation analysis
 - Target audience
 - Research
 - Planning
 - Budget
 - Execution
 - Evaluation
- Error in brochure: Social media campaign, category C13, should have two-page summary

Summaries: Tactics

- One-page summary, type size at least 12 points
 - Description
 - Target audience
 - Budget
 - Evaluation

Summaries: Professional Recognition

- Summary not required, but entry should include demonstration of these characteristics:
 - Personal/group traits
 - Community/professional contributions
 - Research
 - Planning
 - Execution
 - Evaluation

The Binder

- No more than 3 inches thick
- Label spine with category number/letter and title
- Two copies of entry form in binder
 - One in pocket of cover
 - One inside binder front pocket
- Two copies of summary pages in binder
- E-mail summary to gail@gailmyerspr.com
- Supporting materials (only one copy)
- Separate binder for each entry

Support Materials

- Must be secured in binder
- Must fit in binder
- If oversized – include photo
- If website is live, include URL, usernames and passwords if required. Include screen grabs of key pages.
- If website no longer live, send on CD in PDF form (screen grabs or save site as PDF with Acrobat Pro)
- CD or DVD of videos
- Check your CD/DVD to make sure files can be opened and read

Judging

- Changed from 25 or 30 point scale to 100 point scale
- Each category has different criteria. Previously, campaigns and tactics had same criteria
- Award possibilities
 - Blacksmith (trophy)
 - Award of merit (certificate)
 - Honorable mention (certificate)
- Will ask judges to designate a “best in show”

Questions?

Check out the website:

www.cincinnatiiprsa.org/blacksmith

Call or e-mail us:

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