



# MAINE PUBLIC RELATIONS COUNCIL

## *2021 Golden Arrow Awards*

### *Entry information*

MPRC has modified the Golden Arrows submission process this year.

Entries must be submitted as a **single PDF** (submit one PDF for each entry):

- Your challenge statement portion must be one page or less.
- Samples of your work (or links to a webpage) should be included in the same PDF.
- Your work must have been completed between September 1, 2020 and December 31, 2021.
- Send your PDF entry to [info@meprcouncil.org](mailto:info@meprcouncil.org)
- Include your name, contact information, client (if applicable), award category, and any other applicable information.
- Entry fee is \$30 for MPRC members and \$50 for non-members. Submit your payment at <https://meprcouncil.org/golden-arrow-awards>

**Entries must be received by 5pm on Friday, May 13.** Entries will be judged by the Phoenix PRSA chapter.

- Send your PDF entry to [info@meprcouncil.org](mailto:info@meprcouncil.org)

## **JUDGING CRITERIA**

### **SITUATION ANALYSIS (10 points)**

How well does the entry analyze the factors in the marketplace or organization that helped to identify the problem, opportunity, or need for the project?

### **STATEMENT OF OBJECTIVES (15 points)**

Does the entry include a stated objective or objectives? If so, are they specific, measurable, and achievable?

### **STRATEGIES/TACTICS (20 points)**

Does the entry clearly state and explain strategies and tactics used or planned for? How creative were these elements of the project?

### **EXECUTION (25 points)**

Does the entry explain how strategies and tactics were executed, implemented, or achieved? Were the tactic/campaign methods effective?

### **RESULTS/IMPACT (30 points)**

How effectively does the entry fulfill the stated objectives based on quantitative documentation? Ultimately, was the entry successful in achieving its stated goals and objectives?