

Silver Anvil Judge's Tips – Tina McCorkindale, Ph.D., APR, President & CEO, Institute for Public Relations



As a “senior” PRSA Silver Anvil judge, my best piece of advice is to make sure that every single component required—Research, Planning, Execution, and Evaluation—is thoroughly described in the two-page Summary. If you have a submission that has great Execution, but falls short in the other areas, it probably won't rise to the top. Research and Evaluation are the two areas that entries typically gloss over the most frequently. Also don't bury your goal and objectives, and make sure your objectives use the SMART acronym (specific, measurable, attainable, relevant, and time-bound). Good luck!

For more information, click here: <https://bit.ly/2018anvils>.

Entry deadline is today!