

## **Tips for Preparing Your Two-Page Summary**

The two-page summary is the single-most important component of the Skyline Program entry. Judges evaluate the program on the merit of four criteria:

- Research
- Planning
- Execution
- Evaluation

Summaries should begin with a brief situation analysis for your program. Use the following questions to help you prepare a strong entry:

### Research

- What prompted the research – was it in response to an existing problem or to examine a potential problem?
- What type of research did you use – primary, secondary, or both?
- How was the research relevant to shaping the planning process?
- How did the research help redefine or define the audience(s) or the situation?

### Planning

- How did the plan correlate to the research findings?
- What was the plan, in general terms?
- What were the specific, measurable objectives of the plan?
- Who were the target audiences?
- What was the overall strategy used?
- What was your budget?

### Execution

- How was the plan executed and what happened?
- How did the activities flow, in general terms?
- What were the key tactics?
- Were there any difficulties encountered? If so, how were they handled?

- Were other organizations involved?
- Were non-traditional public relations tactics used (e.g., advertising)? (Unless you are entering this program under “Integrated Communications,” advertising costs should not exceed one-third of the budget.)

#### Evaluation

- What method(s) of evaluation were used?
- What were your results?
- How did the results compare to the specific, measurable objectives you identified in the planning section?

#### Checklist for Preparing Your Skyline Program Entry

- At least some part of the program must have occurred in 2009. Programs tend to have better chances of winning near their completion, when evaluation against initial objectives can be measured.
- Programs should be entered in the one most appropriate category. In deciding what category is most appropriate, entrants should examine program objectives and target audiences. Judges will not move entries into other categories.
- Entries must be limited to one hardcover, three-ring binder no more than three inches thick. Pages should be no larger than 8.5 x 11 inches. The stiff-spine binder should be free of lettering, labels, drawing or other artwork.
- A concise summary no longer than two typewritten pages must be included in the front of the binder. Each of the four criteria: research, planning, execution, and evaluation – must be addressed. The two-page summary should be typed using no smaller than a 10-point typeface and one-inch margins.
- The binder should include any supporting materials referred to in the two-page summary. This more detailed information should be in tabbed sections behind the two-page summary. For example, if you reference a public relations planning document, a copy of the plan should be placed in the binder. Other examples of supporting materials are research reports, surveys, news releases, clippings and samples of tactical materials (no videos).
- A 100-word summary about your program must be included. This will be used to describe your entry if it receives a Skyline Award.