

Statement of Purpose Form

The Statement of Purpose is the standard by which all entries are judged. Before completing this form, review the judge's criteria for the category you are entering so you'll know what the judges are looking for. No matter what category you enter, you should at least try to answer the following questions in your Statement of Purpose:

- What message were you trying to communicate with your entry?
- What audience were you trying to reach with your message?
- What result were you trying to achieve? Were you merely presenting information? Were you trying to motivate your audience? Were you trying to change their behavior in some way?

For Chair's Use Only

Judge 1 _____

Judge 2 _____

Judge 3 _____

Total: _____

Obviously, some categories/subcategories require more explanation than others. An educational program, for example, needs more explanation than a photograph. But never assume the judges can figure out the purpose of your entry by simply reading or viewing it. The more information they have, the better they can judge your work. ***Please type or print legibly.***

Category: _____

Title of entry: _____

Enclosures (list): _____

Name of person submitting entry: _____

Agency: _____

Address: _____

Phone: _____ Fax: _____

E-mail: _____

Statement of Purpose (use additional sheets if necessary)