

Element Entries - Individual Judging Sheet

Entry Name: _____

Entry Number/Category: _____

Corporate | Not-For-Profit | Student (please circle one)

Judging Criteria

All entries will be judged in the first four areas listed below. Each category may receive the points indicated, with a 40 representing a perfect score. **Please be sure to also evaluate the element entries on how it fits into a broader public relations strategy. A description of how the element is relative to a PR initiative should be included in the submission.**

Planning/Content-5 points total

Score: _____

(Suggested Criteria: Describe the objectives of the entry. Identify the audience(s) and strategies used. Include information on research, if applicable. What was the budget? What messages and materials were used?)

Comments:

Creativity/Quality-15 points total

Score: _____

(Suggested Criteria: Do the messages tie to objectives or goals? Is content substantive, understandable, consistent and appropriate for the stated audience? How is the entry unique? Is the tool used imaginatively to achieve program goals?)

Comments:

Technical Excellence-15 points total

Score: _____

(Suggested Criteria: Do graphic or communications elements set the entry apart? Is production quality superior, based on budget and scope of the project?)

Comments:

Assessment/Results-5 points total

Score: _____

(Suggested Criteria: Indicate what method(s) of evaluation were used. Results should provide evidence of how the stated objectives were met and how the entry impacted the success of a broader or ongoing program. Evidence may be qualitative or quantitative, as appropriate for the scope and nature of the entry.)

Comments:

Total Score: _____

Signature of Judge: _____