

## Judging Form

Judged by \_\_\_\_\_ APR \_\_\_\_\_

Program Number \_\_\_\_\_ Project Category \_\_\_\_\_

Entry Title \_\_\_\_\_

### Judging Scale:

0-2 pts	Missing, incomplete, unimpressive, unclear, undocumented
3 pts	Ordinary or average
4 pts	Above average, well thought-out, creative
5 pts	Exceptional, thorough, highly creative, highest standard

### **SUMMARY/INTRODUCTION (5 point max for each line = 15 total)**

\_\_\_\_\_ Clear and concise statement of need, challenge or issues

\_\_\_\_\_ Complete overview of situation

\_\_\_\_\_ Identification of public relations goal, objectives, strategy, budget and evaluation

### **RESEARCH/PLANNING (5 point max for each line = 15 total)**

\_\_\_\_\_ Appropriateness for the size/scope, validity and quality of research method(s) or information gathered

\_\_\_\_\_ Clear and concise statement of need, challenge or issues

\_\_\_\_\_ Effective allocation of budgeted funds/adjustment to budget and timeline are appropriate (make sure budget is included or explanation if no separate budget)

### **IMPLEMENTATION/EXECUTION (5 point max for each line = 15 total)**

\_\_\_\_\_ Quality of material and communication vehicles (presentation, innovation, quality and savvy)

\_\_\_\_\_ Did the tactics achieve the objective?

\_\_\_\_\_ Effective allocation of budgeted funds/adjustment to budget and timeline are appropriate (make sure budget is included or explanation if no separate budget)

**EVALUATION (5 point max for each line = 15 total)**

\_\_\_\_\_ Effective evaluation built into the project or program

\_\_\_\_\_ All elements of the plan implemented within budget (or clear rationale for exceeding budget)

\_\_\_\_\_ Effective results obtained based on original goals and objectives

\_\_\_\_\_ **TOTAL POINTS (max 60 possible)**

**JUDGING FORM**

Please include constructive feedback below. These comments will be shared with award entrants.