



PRSA San Antonio Chapter El Bronce (Tactics) - Sample Judging Form

Category Name: _____ Category No. _____

Title of Entry: _____ Entry No: _____

Final Score: _____

Directions

1. Have at least two judges review each entry.
2. Write at least one positive comment about this entry. List any suggestions that would improve this project.
3. Write in the score for each criterion.
4. Total the points and place the score in the space above.

Planning/Content (20 points possible)

Score _____

Was the object or goal of the entry thoughtfully considered, clearly stated and attainable?

Was the audience identified?

Was the strategy stated or implied?

How clearly was a baseline and/or process defined by which to gauge the program's success?

Comments:

Creativity/Quality (30 points possible)

Score _____

Do messages tie to objectives?

Is content substantive, understandable, consistent and appropriate for the stated audience?

How is the entry unique?

How is the tool used imaginatively to achieve program goals?

Comments:

Technical Excellence (30 points possible)

Score _____

Do graphic or communication elements set the entry apart?

Is production quality superior, based on budget and scope of the project?

Comments:

Assessment/Results (20 points possible)

Score _____

What effort was made to assess whether the objective or goal was met?

Did the entry meet its stated intent?

Are there other indicators of success, quantitative or qualitative, in meeting objectives?

Comments: