



**Public Relations Society of America – San Antonio Chapter  
2007 Del Oro Awards Judging Form  
El Bronce Award Entries (Tactics)**

Entry Title: \_\_\_\_\_ Entry #: \_\_\_\_\_

Category #: \_\_\_\_\_ Category Description: \_\_\_\_\_

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 a clear 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 communications 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: