



## **PRSA San Antonio Chapter La Plata (Campaigns) Sample Judging Form**

**La Plata entries will be scored in four categories – Research, Planning, Implementation and Evaluation – according to the rubric outlined below.**

### **Research (25 points possible)**

How thorough and relevant was the research to overall planning, audience identification?

Did the research reflect a clear need or opportunity?

Was original or secondary research undertaken to achieve the desired results?

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

### **Planning (25 points possible)**

Did the plan clearly define objectives?

How well did the objectives support the organization's overall goals?

Did the strategy reflect research findings and support objectives?

How original was the strategy?

How thorough was the plan?

### **Implementation (25 points possible)**

How appropriate were the tactics to achieving objectives, executing strategy?

How creative were the tactics?

How well were the tactics implemented?

How integrated were the various tools with one another?

How efficient was the execution of tactics in relation to resources (personnel and budget)?

### **Evaluation (25 points possible)**

How successful was the organization in achieving its objectives?

How thorough and relevant were analysis and quantification of results?

Did the results clearly reflect original strategy and planning?

How well did the team work together?

Were there continuous opportunities for learning, program refinement?