



**Public Relations Society of America – San Antonio Chapter
2007 Del Oro Awards Judging Form
La Plata Award Entries (Campaigns)**

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.

Research (25 points possible)

Score _____

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?

Comments:

Planning (25 points possible)

Score _____

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?

Comments:

Implementation (25 points possible)

Score _____

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)?

Comments:

Evaluation (25 points possible)

Score _____

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?

Comments: