



PRSA DALLAS CHAPTER

2018 JUDGING FORM

Program Tactic

Category Code & Title: _____

Professional Entry

Judge's Initials: _____ Final Score: _____

Entry Title: _____

Company: _____

Judging Instructions:

Please score each section of the entry on a scale from 0 – 10 (0 = entire section omitted; 1 – 3 = incomplete, missing components, unimpressive, undocumented; 4 – 7 = satisfactory, components addressed in an average or commonly-accepted manner; 8-10 = outstanding work, creative, thorough). **Each section MUST have a numeric score and comments.** Total your score at the bottom of the sheet and transfer this total to the score box in the upper right-hand side of the form. The judging form may be completed digitally or in hard copy form. Please note that the gray comment boxes lengthen as needed.

Research

Score 0-10: _____

- ❖ Was research conducted?
- ❖ Was the research relevant, thorough and appropriate for the size and scope of the project or tactic?
- ❖ If research was not available, did entry describe the type of research that was desired?

Comments: _____

Planning

Score 0-10: _____

- ❖ Were objectives clearly defined and measurable? (target audience, level of achievement, timeframe)
- ❖ Did the strategies reflect the research findings?
- ❖ Did the strategies support the objectives?
- ❖ If budget was given (not required – do not dock points if not), did it seem appropriate for the size and scope of the program or tactic?

Comments: _____

Execution

Score 0-10: _____

- ❖ Was the plan well executed?
- ❖ Were the tactics appropriate given the stated objectives?
- ❖ How creative was the implementation?
- ❖ Was the allocation of resources appropriate?

Comments: _____

Results/Evaluation

Score 0-10: _____

- ❖ Did the evaluation method circle back to the original objectives to measure success?
- ❖ Were the stated objectives achieved? What were the results?
- ❖ If objectives were not achieved, was the effort analyzed to determine why? What was learned?

Comments: _____

Overall Impression

Score 0-10: _____

- ❖ Was the program or tactic well thought out and the planning thorough?
- ❖ Did the program or tactic reflect a high level of creativity and professionalism?
- ❖ Was the award entry well organized and well written?

Comments: _____

***Total score _____ out of 50 points**

***Please check that all boxes are completed and that feedback is provided for all sections.**