

# 2017 EXCALIBUR AWARDS

## *Buffalo Niagara Chapter of PRSA*

### Tactics Judging Form

Category: \_\_\_\_\_

Title of Entry: \_\_\_\_\_

Organization: \_\_\_\_\_

#### JUDGING CRITERIA

For each of the four sections below, assign a score of 0 to 15 (depending on point value) to calculate the points awarded. Tally the points for a grand total (not to exceed 31). Judge's comments are optional. Judges have the option to award one point for technical compliance.

*\* Every entry should be judged on its own merit and not in comparison to others \**

---

1. **PLANNING/CONTENT** Score = \_\_\_\_\_ Points (out of 10)

- Statement of objectives and goals
- Target audiences
- Clear strategy stated or implied

Judge's Comments (Optional):

2. **EXECUTION/CREATIVITY/QUALITY** Score = \_\_\_\_\_ Points (out of 15)

- Messages tie to objectives
- Content substantive, understandable, consistent and appropriate for audience
- Uniqueness of tactic
- Graphic or communication elements set entry apart
- Effective use of resources
- Production quality is superior, based on budget and scope
- Difficulties encountered

Judge's Comments (Optional):

**4. RESULTS & EVALUATION**

Score = \_\_\_\_\_ Points (out of 5)

- Accomplishment of objectives
- Efforts undertaken to identify, analyze, and quantify results
- Efforts taken to explain how the project was over or under budget

Judge's Comments (Optional):

**5. TECHNICAL COMPLIANCE**

Score = \_\_\_\_\_ Point (out of 1)

- Entry is well prepared (well written, includes proper documentation, etc.)

**Grand Total = \_\_\_\_\_**  
*(Max. 31 Points)*

Additional Comments (Optional):