

# EXCALIBUR AWARDS

*PRSA Buffalo Niagara*

## Campaigns Judging Form

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

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

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

### JUDGING CRITERIA

For each of the three sections below, assign a score of 0 to 10. If the entry is well prepared (well written, includes proper documentation, etc.), judges **have the option** of adding a one-point bonus for technical compliance. Tally the points for a grand total (not to exceed 31). Judge's comments are optional.

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

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1. **RESEARCH & PLANNING**      Score = \_\_\_\_\_ Points (out of 10)

- Research used to determine scope of problem or opportunity
- Statement of objectives
- Target audiences
- Efforts to establish measurable criteria
- Relationship of the program plan to research and objectives

Judge's Comments (Optional):

*(over)*

## 2. EXECUTION

Score = \_\_\_\_\_ Points (out of 10)

- Implementation of the plan
- Materials used
- Techniques used to win support
- Difficulties encountered
- Effective use of resources

Judge's Comments (Optional):

## 3. RESULTS & EVALUATION

Score = \_\_\_\_\_ Points (out of 10)

- Accomplishment of objectives
- Effective use of budget
- Efforts undertaken to identify, analyze, and quantify results

Judge's Comments (Optional):

## 4. 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):