

EXCALIBUR AWARDS

PRSA Buffalo Niagara

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):