

Greater Kansas City Chapter, PRSA
PRISM Awards



Program Entries - Individual Judging Sheet
Tactical

Entry Name: _____

Entry Number: _____

Please check box that applies below:

- 13. Feature Stories
- 14. Editorials/Op-Ed Columns
- 15. Podcasts
- 16. Websites
- 17. Webcasts
- 18. Social Media
- 19. Blogs
- 20. Smartphone Application or Web Widget
- 21. Creative or Unconventional Tactics
- 22. Press Kits/Media Kits
- 23. Video
- 24. Newsletters
- 25. Brochures
- 26. Magazines
- 27. Special Publications
- 28. Annual Reports
- 29. Direct Mail/Direct Response
- 30. Special Projects
- 31. Infographic

Signature of Judge:

Comments:

Judging Criteria

All entries will be judged in the four areas listed below.

Research and Planning (___/15 points)

Poor 0 to 5;

Fair 6 to 9;

Good 10 to 12;

Excellent 13 to 15

Summary of research conducted or gathered for the project, and demonstrations of how that research helped define goals, objectives, strategies and target audiences. Clearly stated goals and measurable objectives of the program or project, along with the intended impact on the target audiences and, by extension, the organization.

Implementation (_____/25 points)

Poor 0 to 10;

Fair 11 to 17;

Good 18 to 21;

Excellent 22 to 25

Description of the strategies, techniques and tools used to meet objectives. What key messages were convey, and why? What, if any, challenges were overcome? Inclusion of the project's timetable and budget. What extraordinary circumstances did the project overcome?

Evaluation (_____/10 points)

Poor 0 to 4;

Fair 5 to 6;

Good 7 to 8;

Excellent 9 to 10

Details of success by matching outcomes to the objectives. Discussion of the impact of the program on the target audience and organization. How were results measured? Was the timetable and budget met?

Total Points: _____