

Greater Kansas City Chapter, PRSA
PRISM Awards



Program Entries - Individual Judging Sheet
Campaigns

Entry Name: _____

Entry Number: _____

Please check box that applies below:

- 01. Community Relations
- 02. Reputation/Brand Management
- 03. Events and Observances
- 04. Public Service
- 05. Public Affairs
- 06. Marketing Consumer Products and Services
- 07. Marketing Business to Business
- 08. Crisis Communications and Issues Management
- 09. Internal Communications
- 10. Investor Relations
- 11. Multicultural Public Relations
- 12. Integrated Communications

Signature of Judge:

Comments:

Judging Criteria

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

Research (_____/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.

Planning (_____/25 points)

Poor 0 to 10;
Fair 11 to 16;
Good 17 to 22;
Excellent 23 to 25

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 (_____/40 points)

Poor 0 to 20;
Fair 21 to 30;
Good 31 to 35;
Excellent 36 to 40

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 (_____/20 points)

Poor 0 to 6;
Fair 7 to 11;
Good 12 to 17;
Excellent 18 to 20

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: _____