

# 2015 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 10 (see judging scale at right) to calculate the points awarded. Tally the points for a grand total (not to exceed 30). Judge's comments are optional.

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

**Scoring Guide**  
10 – 9 = Excellent  
8 - 7 = Good  
6 – 5 = Average  
4 - 3 – Fair  
2 - 1 – Poor  
0 - Not provided

1. **PLANNING/CONTENT** Score = \_\_\_\_\_ Points (out of 5)

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

Judge's Comments (Optional):

2. **CREATIVITY/QUALITY** Score = \_\_\_\_\_ Points (out of 10)

- Messages tie to objectives
- Content substantive, understandable, consistent and appropriate for audience
- Uniqueness of tactic
- Difficulties encountered
- Effective use of resources

Judge's Comments (Optional):

### 3. TECHNICAL EXCELLENCE

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

- Graphic or communication elements set entry apart
- Production quality is superior, based on budget and scope
- Entry is well prepared (well written, includes proper documentation, etc.)

Judge's Comments (Optional):

### 4. RESULTS & EVALUATION

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

- 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):