

Presented by:



Canadian Public Relations Society
Hamilton Society



Evaluation

Judge Scoresheets – Communication Projects

Entrant's Name: _____

Entry Title: _____

Category: _____

Entry #: _____

Scoring Guide:

5 = Extraordinary or insightful : Demonstrates extraordinary depth of knowledge, insight, or skill in articulating and achieving the public relations objective.	4 = Significantly better than adequate: Shows that basic concepts and practices were applied creatively and responsibly, and that in general, the project team applied more than basic skill.	3= Fully adequate : Demonstrates appropriate application of basic concepts, skills and practices associated with ethical and effective PR practice; demonstrates professionalism and an understanding of the objectives of professional practice.	2 = Somewhat less than adequate : Demonstrates efficiency in some, but not all key areas, leaving doubt about the sufficiency of appropriateness or relevance to project.	1 = Significantly less than adequate : Major aspects of the approach are based on faulty assumptions or misconceptions, while others may be appropriate to varying degrees.	0 = Information missing or major flaws in approach: No information given or the approach is almost completely inappropriate.
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Need

Analysis of situation or need	5	4	3	2	1	0
Total Marks: ____/5						

Analysis - Goals & Objectives

Clearly stated goals and objectives	5	4	3	2	1	0
Identification of target publics/audiences	5	4	3	2	1	0
Budget	5	4	3	2	1	0
Total Marks: ____/15						

Communications - Execution

Is the plan innovative/creative?	5	4	3	2	1	0
Effective use of resources	5	4	3	2	1	0
Sounds communications judgement	5	4	3	2	1	0
Overall quality	5	4	3	2	1	0
Total Marks: ____/20						

Evaluation - Results

How well were goals and objectives met?	5	4	3	2	1	0
Total Marks: ____/5						

Overall Work Plan

Is the entry well written?	5	4	3	2	1	0
Is it easy to follow and understand?	5	4	3	2	1	0
Is it comprehensive? Are all support materials included?	5	4	3	2	1	0
Total Marks: ____/15						

Total Marks: ____/60

Summary Sheet – Communication Projects

Judges Comments:

I attest that I have reviewed this entry and, to the best of my knowledge, it meets the standards set out in the CPRS Code of Professional Standards.

Signature: _____ Date: _____

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Judging Criteria	Judge 1	Judge 2	Judge 3	Total Aggregate Marks	Average %
Need (5 marks/5%)					
Need – Goals and Objectives (5 marks/5%)					
Communications - Execution (20 marks/50%)					
Evaluation - Results (5 marks/10%)					
Overall Work Plan (15 marks/20%)					

Final Score: _____%