

**CPRS Awards Program Evaluation
Judge Scoresheets – Communication Projects**

Total Marks: _____/60

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 deficiency 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

Marking Components:

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	
Sound 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

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 _____

CPRS Awards Program Evaluation
Summary Sheet – Communication Projects

Entrant's Name:

Entry Title:

Category:

Entry #:

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

Final Score: _____ %