

Presented by:



Canadian Public Relations Society  
Hamilton Society



## Evaluation

### Judge Scoresheets – Communication Programs

**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

#### Marking Components

##### Research and Analysis

Analysis of situation or need	5	4	3	2	1	0
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: \_\_\_\_/20

##### Communications - Planning and Implementation

How well does strategy support research and analysis?	5	4	3	2	1	0
Is the plan innovative/creative?	5	4	3	2	1	0
How well do communication tools support the strategy?	5	4	3	2	1	0
Management of human resources and financial resources	5	4	3	2	1	0
Are support materials appropriate to the budget?	5	4	3	2	1	0

Total Marks: \_\_\_\_/25

##### Results and Evaluation

Quality of measurement and evaluation techniques, including, where applicable, analysis of media relations activities using CPRS' Media Relations Rating Points (MRP) system or techniques that involve measuring story tone and/or delivery of key messages.

How well were goals and objectives met?	5	4	3	2	1	0
Overall impact of the program or project?	5	4	3	2	1	0

Total Marks: \_\_\_\_/15

**Overall Quality of Entry**

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
Does it show creativity and originality?	5	4	3	2	1	0
Evidence of sound communications planning/judgement.	5	4	3	2	1	0

Total Marks: \_\_\_\_/25

**Program Total Marks: \_\_\_\_/85****Summary Sheet – Communication Programs**

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**Judges Comments:**


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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: \_\_\_\_\_

**Entrant's Name:** \_\_\_\_\_**Entry Title:** \_\_\_\_\_**Category:** \_\_\_\_\_**Entry #:** \_\_\_\_\_

Judging Criteria	Judge 1	Judge 2	Judge 3	Total Aggregate Marks	Average %
Research and Analysis (20 marks / 15%)					
Communications - Planning and Implementation (25 marks / 45%)					
Results and Evaluation (15 marks / 20%)					
Overall Quality of Entry (25 marks / 20%)					

**Final Score: \_\_\_\_%**