

PRAL-Baton Rouge Red Stick Awards

Judging Rubric

RESEARCH

ENTRANT INSTRUCTIONS: Summarize the situation and/or provide information gathered through formal or informal research methods.

JUDGING QUESTIONS:

- Did the practitioner summarize the situation well and provide enough research information to understand the project?
- Was the type and quantity of the research sufficient to the task?
- Was the analysis of the data reasonable?

SCORING SCALE: This section is worth **20** points of 100 total for the entry

1-5: Lacks basic understanding of what is required in this section

6-10: Unimpressive, undocumented, incomplete

11-15: Competent but ordinary, typical for category, fully acceptable

16-20: Exceptional, innovative, highly creative, meets highest standards

PLANNING

ENTRANT INSTRUCTIONS: Discuss the strategy and identify goals, objectives, tactics and key publics which this program was created to achieve. How were the objectives specific, measurable, attainable, relevant, outcome-oriented, time-specific and audience-specific?

JUDGING QUESTIONS:

- Were measurable objectives set?
- Did the practitioner understand the difference between goals, objectives, and strategies?
- Did the practitioner identify key publics and plan accordingly?
- How well were PR tools utilized? (Writing, organization, editing and design)

SCORING SCALE: This section is worth **30** points of 100 total for the entry

1-7: Lacks basic understanding of what is required in this section

8-15: Unimpressive, undocumented, incomplete

16-23: Competent but ordinary, typical for category, fully acceptable

24-30: Exceptional, innovative, highly creative, meets highest standards

IMPLEMENTATION

ENTRANT INSTRUCTIONS: Describe your work and discuss what tactics were used to achieve the stated objectives. Include timeline and budget information. Show how project was creative.

JUDGING QUESTIONS:

- Was the practitioner thorough and detailed in the implementation of the tactics or actions?
- Did the practitioner establish and follow a timeline, Gantt chart or other project management method?
- Is the final project professional, attractive, well organized, easy to read and eye-catching?

JUDGING SCALE: This section is worth **20** points of 100 total for the entry

1-5: Lacks basic understanding of what is required in this section

6-10: Unimpressive, undocumented, incomplete

11-15: Competent but ordinary, typical for category, fully acceptable

16-20: Exceptional, innovative, highly creative, meets highest standards

EVALUATION

ENTRANT INSTRUCTIONS: Identify research methods used to evaluate the success of the campaign/project during and after. Did the campaign/project achieve its objectives? If project had limitations, how were they overcome? Did the project stay within the timeline and budget? If this was a pro bono project, give a value for the hours donated.

JUDGING QUESTIONS:

- Did the project fulfill its goal and objectives?
- Were results measurable and measured?
- Do the results reflect its purpose or even go beyond expectations?
- Does the entry material support the description of the results?
- Did the practitioner utilize the project budget wisely?

SCORING SCALE: This section is worth **20** points of 100 total for the entry

1-5: Lacks basic understanding of what is required in this section

6-10: Unimpressive, undocumented, incomplete

11-15: Competent but ordinary, typical for category, fully acceptable

16-20: Exceptional, innovative, highly creative, meets highest standards

CREATIVITY

JUDGING QUESTIONS:

- Did the practitioner use a fresh approach to the project?
- Did the practitioner think outside the box?
- Is color, type and art used creatively, if applicable?
- Were limitations cleverly overcome?
- How well do the elements support the concept?

SCORING SCALE: This section is worth **10** points of 100 total for the entry

1-2: Lacks basic understanding of what is required in this section

3-5: Unimpressive, undocumented, incomplete

6-8: Competent but ordinary, typical for category, fully acceptable

9-10: Exceptional, innovative, highly creative, meets highest standards

BEST OF SHOW CONSIDERATION

You will be asked to select "Yes" or "No" from a drop-down menu on if a submission should be considered for a best in show award. Please select Yes for those projects that truly stand out to you as a project that could stand up against all others for this program. These entries with highest scores will move on to a second round of local judges to select the top entry.