

**PRSA Pinnacle Awards  
Public Relations Programs Judging Sheet**

**Name of Entry:** \_\_\_\_\_

**Name of Entrant:** \_\_\_\_\_

**Category:** \_\_\_\_\_

**Judges:** One of the goals of our awards program is to help our members continuously improve their skills. Your comments are extremely valuable. Please provide detailed feedback in the judge's comments section.

Use the following guide for awarding points:

- 0 points – Section omitted, no attempt made
  - 1-2 points – Considered unimpressive, undocumented, incomplete, or has missing elements
  - 3 points – Indicates entry as competent but ordinary, typical for this category, or acceptable
  - 4-5 points – Entry is exceptionally thorough, innovative, original, highly creative, and meets highest standards
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**Research: Rate each item on a scale of 0-5 points**

- Did the entry identify what types of research were conducted (i.e. formal, informal, primary, secondary)?
- Did the research identify a clear need, opportunity, or problem?
- Was adequate research completed to identify the audience?
- Was the situation fully analyzed with research?
- Was the planning process shaped by the research?

\_\_\_\_\_ Total Research Points (25 points maximum)

Judge's comments:

**Planning: Rate each item on a scale of 0-5 points**

- Did the plan clearly define measurable PR objectives?
- How well did the measurable objectives support the organization’s overall goals?
- Did the PR strategy reflect research findings and support measurable objectives?
- How original was the strategy?
- Is a budget included and explained?

\_\_\_\_\_ Total Planning Points (25 points maximum)

Judge’s comments:

**Execution: Rate each item on a scale of 0-5 points**

- How appropriate were the tactics to achieving measurable objectives and executing the strategy?
- How creative were the tactics?
- How well were the tactics implemented?
- How efficient was the execution of tactics in relation to resources (personnel, budget, time)?
- Was the implementation appropriate for the target audience?

\_\_\_\_\_ Total Execution Points (25 points maximum)

Judge’s comments:

**Evaluation: Rate each item on a scale of 0-5 points**

- How thorough and relevant was the analysis of results?
- Was evidence presented that the measurable objectives were reached?
- How well did the results relate to the research and strategic goals?
- Did the program achieve its measurable objectives? If not, were the reasons for this explained?
- Were opportunities for learning and program refinement identified?

\_\_\_\_\_ Total Evaluation Points (25 points maximum)

Judge’s comments:

**Judge Signature:** \_\_\_\_\_ **Total Score (100 Points Maximum):** \_\_\_\_\_