

**PRSA Pinnacle Awards  
Tools and Techniques 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.

The tools and techniques entries should be judged based on their originality, creativity, execution, as well as results. Electronic products should be viewed in the medium for which they were developed. (i.e. view entire videos, visit websites and click through multiple layers of the site, etc.)

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Use the following guide for awarding points for this section:

- 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

**Planning/Evaluation – Rate each item on a scale of 0-5 points**

- Was the audience well defined?
- Are measurable objectives clearly stated?
- Are budget considerations/limitations included and explained?
- How well did the entry achieve its measurable objectives?
- Was evidence provided to prove measurable objectives were reached?

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

Judge's Comments:

Use the following guide for awarding points for this section:

- 0 points – Section omitted, no attempt made
- 1-8 points – Considered unimpressive, undocumented, incomplete, or has missing elements
- 8-10- points – Indicates entry as competent but ordinary, typical for this category, or acceptable
- 10-15 points – Entry is exceptionally thorough, innovative, original, highly creative, and meets highest standards

**Execution – Rate each item on a scale of 0-15 points**

- How effective and creative are the design and/or production of the entry?
- How well written and effective is the copy/content?
- Is the material appropriate for the stated audience?
- Does the product effectively address the stated measurable objectives?
- How well executed is the entry?

\_\_\_\_\_ Total Execution Points (75 points maximum)

Judge's Comments:

Judge's signature: \_\_\_\_\_ Total Score (100 points maximum): \_\_\_\_\_