

EXECUTION

Clear, concise, effective writing and communication.....1 2 3 4 N/A
Balanced, attractive, effective graphic design1 2 3 4 N/A
Effective, relevant illustrations.....1 2 3 4 N/A
Effective use of white space.....1 2 3 4 N/A
Originality of approach1 2 3 4 N/A

TOTAL SCORE FOR EXECUTION _____

Comments: _____

EVALUATION/RESULTS

Success in achieving stated goals & objectives1 2 3 4 N/A
Efforts made to identify and evaluate results.....1 2 3 4 N/A

TOTAL SCORE FOR EVALUATION/RESULTS _____

Comments: _____

Judges: Please provide at least one constructive “growth” comment for this entry:

JUDGE’S DECISION

TOTAL SCORE FOR ALL FOUR CATEGORIES _____

HAS THIS ENTRY RECEIVED A “PERFECT SCORE”? Yes____ No____

CHECK THE APPROPRIATE DESIGNATION FOR THIS ENTRY:

Award of Excellence_____ Award of Merit_____ No Award_____



JUDGING FORM

Wisconsin School Public Relations Association
Spectrum Awards 2008

Entry Submitter's Name _____

Organization: _____

Project Name: _____

Entry Category: _____

JUDGING CRITERIA

Score entries on a 4-point scale. Criteria considered not applicable (N/A) should be marked consistently N/A on all entries within the same category. Please provide constructive comments for each section.

1 = Poor 2 = Fair 3 = Good 4 = Excellent N/A = Not Applicable

GOALS & OBJECTIVES

How well was the purpose of the project stated 1 2 3 4 N/A

How well did the project fulfill the purpose of the project..... 1 2 3 4 N/A

How well did the communication tool match the target audience(s) 1 2 3 4 N/A

TOTAL SCORE FOR GOALS & OBJECTIVES _____

Comments: _____

RESEARCH/PLANNING (Does not apply to annual report or calendar)

Is there evidence of advanced planning or research methods used 1 2 3 4 N/A

Appropriateness of the level of advanced planning or research

methods used for the project..... 1 2 3 4 N/A

TOTAL SCORE FOR RESEARCH/PLANNING _____

Comments: _____



JUDGING CRITERIA Spectrum Awards 2008

Purpose of Spectrum Award Program

The intent of the Spectrum Award program is to:

1. recognize quality public relations efforts produced by either school public relations practitioners or educational personnel
2. provide constructive feedback from PR professionals
3. help reinforce the value of the practice of good public relations in the education arena through award recognition

Judging Instructions

1. Complete a separate *Judging Criteria Form* for each entry within the category.

Note: Not all judging criteria are applicable for all entries, e.g. design vs. writing elements. Please circle Not Applicable (N/A) as needed and do not include in scoring.

2. Each entry (except for Calendar and Annual Report/School Performance Report) should have complete information under *Project or Campaign Summary Information* on a one-page attachment, which will be used for judging. Calendar and Annual Report/School Performance Report should be judged on Execution.
3. Add your constructive feedback comments for each section as indicated. The *Judging Criteria Form* will be returned to the entrant.
4. There are two award levels: Award of Excellence and Award of Merit. There is no point total to distinguish between Excellence and Merit. As the judge, you award the Excellence or Merit based on total numbers of 4's and 3's and your professional judgment of the entry. If no award is given, please check "No Award."
5. There is no limit to the number of Awards of Excellence or Awards of Merit in a category. **Each submission is judged against the criteria, not against other entries.**
6. If you score an entry with all 4's (regardless of the N/A's), that entry will be considered as receiving a "Perfect Score." Please so indicate at the end.
7. Enjoy your experience and know you and your time are appreciated. Thank you.