



## JUDGES' EVALUATION FORM Spectrum Awards

### 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.
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. Awards will be based on the total number of points you award from all of the categories listed.
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, 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.

**JUDGING CRITERIA FORM**  
**Wisconsin School Public Relations Association**  
**Spectrum Awards**

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

**GOALS & OBJECTIVES**

How well was the purpose of the project stated ..... 1 2 3 4

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

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

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

Appropriateness of the level of advanced planning or research  
methods used for the project ..... 1 2 3 4

TOTAL SCORE FOR RESEARCH/PLANNING \_\_\_\_\_

Comments:

**EXECUTION**

Clear, concise, effective writing / communication..... 1 2 3 4  
Balanced, attractive, effective graphic design and/or relevant illustrations  
..... 1 2 3 4  
Originality of approach ..... 1 2 3 4

TOTAL SCORE FOR EXECUTION \_\_\_\_\_

Comments:

**EVALUATION/RESULTS**

Success in achieving stated goals & objectives ..... 1 2 3 4  
Efforts made to identify and evaluate results ..... 1 2 3 4

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 (36-40 pts.) \_\_\_\_\_

Award of Merit (30-35 pts.) \_\_\_\_\_

No Award (0-34 pts) \_\_\_\_\_