

Upper Case Awards Judging Form Category 1 / Printed

Publications

General Guidelines

This category covers all aspects of effective publication production. Entries should be judged on layout, format, writing, and continuity of project components such as graphics, photographs and copy, as well as how well entries meet their stated objectives and the effective use of available budget. (Three consecutive issues must be submitted for magazines and newsletters. Publications produced only twice per year are also eligible.)

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Publications	Score
1.	Purpose (situation is described or analyzed)	
2.	Planning/Research (research or project planning methods, as appropriate, are specified and thorough)	
3.	Tactics (tactics are defined and executed)	
4.	Budget (budget is addressed and available budget is used effectively)	
5.	Goals (results are evaluated and objectives are met)	
6.	Style (layout, format, general appearance)	
7.	Continuity of project components (graphics, photographs and copy)	
8.	Creativity	
	Total Points (40 points possible)	

Judges' Comments: (additional space available on back)

Upper Case Awards Judging Form Category 2 / Writing

General Guidelines

Writing entries should be judged on the overall effectiveness and originality of writing skills, as well as how well entries meet their stated objectives.

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Writing	Score
1.	Purpose (situation is described or analyzed)	
2.	Planning/Research (research or project planning methods, as appropriate, are specified and thorough)	
3.	Tactics (tactics are defined and executed)	
4.	Budget (budget is addressed and available budget is used effectively)	
5.	Goals (results are evaluated and objectives are met)	
6.	Writing skills	
7.	Overall effectiveness and originality	
	Total Points (35 points possible)	

Judges' Comments: (additional space available on back)

Upper Case Awards Judging Form Category 3 / Electronic

Communications

General Guidelines

Entries should be judged on how their intended messages are communicated using technical production, creativity, design, writing and content quality and effectiveness, as well as the effective use of budget and how well they meet their stated objectives.

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Writing	Score
1.	Purpose (situation is described or analyzed)	
2.	Planning/Research (research or project planning methods, as appropriate, are specified and thorough)	
3.	Tactics (tactics are defined and executed)	
4.	Budget (budget is addressed and available budget is used effectively)	
5.	Goals (results are evaluated and objectives are met)	
6.	Technical production (organization, production values, and format)	
7.	Writing and content quality	
8.	Design and creativity	
	Total Points (40 points possible)	

Judges' Comments: (additional space available on back)

Upper Case Awards Judging Form Category 4 /

Public Relations Programs General Guidelines

Entries should be judged on thoroughness of research, planning, execution and evaluation, as well as innovative and creative nature, quality, continuity of components (graphics, photographs, copy), the ability to meet objectives, the effective use of budget, and overall effectiveness of the program or event.

Entry Category: _____

Entry Title: _____

Company/Organization: _____

Scoring Guide: 5 = Excellent; 4 = Above Average; 3 = Average; 2 = Fair; 1 = Poor

	Criteria for Public Relations Programs	Score
1.	Research (Situation is described or analyzed, need identified. Research methods used are specified and thorough.)	
2.	Analysis/Planning (Objectives are clearly stated, appropriate and measurable. Strategies, tactics, budget and challenges are described. Target audience is defined.)	
3.	Communication/Execution (Plan implementation includes appropriate use of communication tools and methods. Effective use of personnel, resources and opportunities are demonstrated. Challenges are met and/or obstacles overcome.)	
4.	Evaluation (Methods of evaluation are clear, results are related to objectives, and objectives are partially or completely achieved. Program is conducted within the budget.)	
5.	Originality and creativity	
6.	Quality (professional handling, appearance and standards of materials and techniques)	
7.	Continuity of project components (graphics, photographs and copy)	
8.	Overall impact and effectiveness of the program or event	

9.	Budget (budget is addressed and available budget is used effectively)	
	Total Points (45 points possible)	

Judges' Comments: