



# Zenith Awards Judging Criteria

## Judging Criteria

Please rank competition entries using the following criteria by category. Score each component from 1 - 10 points, with 10 being the best. Write any comments intended for the entrant on this sheet. Judges may move an entry to a different category if they feel it has been entered in an inappropriate category.

Judge # \_\_\_\_\_ Entry # \_\_\_\_\_

### Public Relations Writing

Creativity and/or news worthiness \_\_\_\_\_  
 AP style or appropriate style to entry \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Relevance to intended audience \_\_\_\_\_  
 Public relations purpose \_\_\_\_\_  
 Suitable for publication \_\_\_\_\_  
 Mechanics (spelling, grammar, punctuation, etc.) \_\_\_\_\_  
**Total Points** \_\_\_\_\_ (out of 70)

### Public Relations Publication

Overall appearance/layout \_\_\_\_\_  
 Balance/unity/appropriate style \_\_\_\_\_  
 Appropriate use of fonts \_\_\_\_\_  
 Appropriate use of graphics or artwork \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Content (appropriate to purpose, well written) \_\_\_\_\_  
 Relevance to intended audience \_\_\_\_\_  
 Mechanics (spelling, grammar, punctuation, etc.) \_\_\_\_\_  
**Total Points** \_\_\_\_\_ (out of 80)

### Public Relations Campaign

Overall appearance/execution \_\_\_\_\_  
 Background/situation analysis \_\_\_\_\_  
 Audience/s appropriately designated \_\_\_\_\_  
 Research \_\_\_\_\_  
 Goals/Objectives stated \_\_\_\_\_  
 Action Plan - strategies, tactics \_\_\_\_\_  
 Evaluation methods \_\_\_\_\_  
 Supplemental materials \_\_\_\_\_  
 (communication tools, timeline, budget etc.) \_\_\_\_\_  
**Total Points** \_\_\_\_\_ (out of 80)

### Potpourri

Overall appearance/execution \_\_\_\_\_  
 Creativity/originality \_\_\_\_\_  
 Clarity of message/s \_\_\_\_\_  
 Relevance to intended audiences \_\_\_\_\_  
 Relevance to mission/purpose/objectives \_\_\_\_\_  
 Mechanics (as applicable to entry) \_\_\_\_\_  
**Total Points** \_\_\_\_\_ (out of 60)

### Electronic Media

Overall Appearance \_\_\_\_\_  
 Navigational ease; user friendly \_\_\_\_\_  
 Clarity of message/s \_\_\_\_\_  
 Relevance to intended audience/s \_\_\_\_\_  
 Relevance to mission/purpose/objectives \_\_\_\_\_  
 Mechanics as apply to entry \_\_\_\_\_  
 [Web Site only - Drives visitors to site] \_\_\_\_\_  
**Total Points** \_\_\_\_\_ (out of 60 [or 70])

### Public Relations Project - Class Entry

Class project entries will compete against other like entries produced by an entire class.

Class entries will be accepted in the categories of:

- Public Relations Campaigns • Publications and
- Potpourri/Electronic.

(See new category insert for details.)

Class project entries will adhere to the same judging criteria as individual entries in the same category.

**\*\*Please write comments here or on back\*\***