

SAMPLE SCORECARD

Below is a sample scorecard the judges will use to evaluate your submission

Criteria	Score out of 10	Weighted score	Comments
PR Project (100 points)			
Background (20%) Applicant demonstrates a clear understanding of the situation or project requiring PR expertise.		0	
Strategy (20%) Applicant clearly outlines the situation or project.		0	
Execution (20%) Tactics are appropriate to the situation or project and were well executed.		0	
Measurement (20%) Applicant measured their PR effort appropriately.		0	
Lessons Learned (20%) Applicant can clearly identify positive and/or negative lessons learned.		0	
Letter of Recommendation No points, just comments.		0	
TOTAL			

Score	Rating
9-10	Excellent; response superior and exceeds all requirements
7-8	Above average; meets or exceeds all or most requirements
5-6	Acceptable/satisfactory; meets all requirements
3-4	Below average minimally or partially meets requirements
1-2	Inadequate; fails to meet requirements