

Bulldog PRism Awards Judges' Evaluation—PROFESSIONAL

Here is a list of questions the judges will consider when evaluating entries.

Professional Entry – Tiers 1 & 2:

Research | 10 points maximum

Instructions to entrant: Summarize the situation and/or provide information gathered through formal or informal research methods.

- Did the practitioner give enough information to understand the project?
- Was the type and quantity of research sufficient to the task?
- Was the analysis of the data reasonable?

Planning | 40 points maximum

Instructions to entrant: State the objectives, qualitative and/or quantitative, which this program or tool was designed to achieve. Objectives should be specific, measurable, attainable, audience-specific, relevant, outcome-oriented and time-specific.

- Were measurable objectives set?
- Did the practitioner understand the difference between goals, objectives and strategies?
- Did the practitioner identify key publics and plan accordingly?
- How well were PR tools utilized (i.e., writing, organization, editing and design)?

Implementation | 25 points maximum

Instructions to entrant: Outline steps used to achieve the stated objectives.

- Was the practitioner thorough and detailed in the implementation of tactics/actions?
- Did the practitioner establish and follow a timeline, Gantt chart or other project management method?
- Is the final project professional, attractive, well organized, easy to read and eye-catching?

Evaluation | 10 points maximum

Instructions to entrant: Explain how the success of the program or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is a pro-bono project, give a value for the hours donated, etc.

- Did the project fulfill its goal and objectives? Were results measurable and measured?
- Do the results reflect its purpose or even go beyond expectations?
- Does the entry material support the description of the results?
- Did the practitioner utilize the project budget wisely?
- Did the budget “limit” or “expand” the effectiveness of the project?

Creativity | 15 points maximum

- Did the practitioner use a fresh approach to the project/think outside the box?
- Is color, type and art used creatively (if applicable)?
- Were limitations cleverly overcome?
- How well do the elements support the concept?

Professional Entry – Tier 3:

Research | 5 points maximum

Instructions to entrant: Summarize the situation and/or provide information gathered through formal or informal research methods.

- Did the practitioner give enough information to understand the project?
- Was the type and quantity of research sufficient to the task?
- Was the analysis of the data reasonable?

Planning | 20 points maximum

Instructions to entrant: State the objectives, qualitative and/or quantitative, which this program or tool was designed to achieve. Objectives should be specific, measurable, attainable, audience-specific, relevant, outcome-oriented and time-specific.

- Were measurable objectives set?
- Did the practitioner understand the difference between goals, objectives and strategies?
- Did the practitioner identify key publics and plan accordingly?
- How well were PR tools utilized (i.e., writing, organization, editing and design)?

Implementation | 50 points maximum

Instructions to entrant: Outline steps used to achieve the stated objectives.

- Was the practitioner thorough and detailed in the implementation of tactics/actions?
- Did the practitioner establish and follow a timeline, Gantt chart or other project management method?
- Is the final project professional, attractive, well organized, easy to read and eye-catching?

Evaluation | 5 points maximum

Instructions to entrant: Explain how the success of the program or tool was measured. Report how well it achieved its objective. Include a budget or financial outlay, or if this is a pro-bono project, give a value for the hours donated, etc.

- Did the project fulfill its goal and objectives? Were results measurable and measured?
- Do the results reflect its purpose or even go beyond expectations?
- Does the entry material support the description of the results?
- Did the practitioner utilize the project budget wisely?
- Did the budget “limit” or “expand” the effectiveness of the project?

Creativity | 20 points maximum

- Did the practitioner use a fresh approach to the project/think outside the box?
- Is color, type and art used creatively (if applicable)?
- Were limitations cleverly overcome?
- How well do the elements support the concept?