



PRSA San Antonio Chapter Tactics (El Bronce) Judging Criteria

El Bronce entries will be scored in four categories – Planning/Content, Creativity/Quality, Technical Excellence and Assessment/Results – according to the rubric below.

Each entry will be scored by 2 judges and the scores totaled.

Entries can receive up to 40 points total.

Award of Excellence will be given to entries receiving 90% or higher. (36 or more cumulative points)

Award of Merit will be given to entries receiving 80% or higher. (32 -35 more cumulative points)

Planning/Content (5 points possible)

Was the object or goal of the entry thoughtfully considered, clearly stated and attainable?

Was the audience identified?

Was the strategy stated or implied?

How clearly was a baseline and/or process defined by which to gauge the program's success?

Creativity/Quality (5 points possible)

Do messages tie to objectives?

Is content substantive, understandable, consistent and appropriate for the stated audience?

How is the entry unique?

How is the tool used imaginatively to achieve program goals?

Technical Excellence (5 points possible)

Do graphic or communication elements set the entry apart?

Is production quality superior, based on budget and scope of the project?

Assessment/Results (5 points possible)

What effort was made to assess whether the objective or goal was met?

Did the entry meet its stated intent?

Are there other indicators of success, quantitative or qualitative, in meeting objectives?