

JUDGING CRITERIA – PROFESSIONALS – TOTAL OF 50 POINTS

LEADER – up to 20 points

Demonstrate how the nominee has provided leadership within the organization and for specific projects; how does nominee go above and beyond for projects?

- 1) Provide specific examples of how leadership is demonstrated and how behavior provides a model for the team.

STRATEGIC PRACTITIONER – up to 20 points

Evidence of success and creativity in executing campaigns or programs or tactics that are part of an overall PR strategy; demonstrate commitment to ongoing learning and personal development.

- 1) Provide examples showing success/creativity in executing campaigns/tactics –10 points
- 2) Provide examples of commitment to ongoing learning and development –10 points

CATEGORY: CONTRIBUTOR – up to 10 points

Demonstrate how nominee has given back to community, the PR field, the employer(s)/agency.

- 1) Provide examples of giving back

JUDGING CRITERIA – TEAMS – TOTAL OF 50 POINTS

WORK PRODUCT – up to 25 points

Demonstrates exceptional achievement and creativity in creation of PR campaigns and tactics that further the client's objectives; provides excellent, strategic counsel to clients.

- 1) Provide examples of achievement/creativity in PR campaigns/tactics –15 points
- 2) Provide examples of strategic counsel to clients– up to 10 points

CATEGORY: ATMOSPHERE – up to 15 points

Demonstrates a commitment to ongoing education and growth opportunities for team members; exceptional team leadership.

- 1) Provide examples of how team works together to make product better – 10 points
- 2) Provide examples of educational and growth opportunities for team members – 5 points

CATEGORY: CITIZENSHIP – up to 10 points

Makes contributions to the community and the PR profession.

- 1) Provide examples of contributions