



Blue Ribbon Awards Judging Form

North Carolina School Public Relations Association

Name of Entry

Name of Organization/School District

Categories *(please check one)*

- ☐ Digital Media Engagement
- ☐ Electronic Media
- ☐ Excellence in Writing
- ☐ Image/Graphic Design
- ☐ Marketing
- ☐ Photography
- ☐ Publications (Print and Electronic)
- ☐ Special Events and Programs

Award Information

Please mark one of the following for this award:

- ☐ **Gold Award** (90-100 points)
- ☐ **Silver Award** (80-89 points)
- ☐ **Bronze Award** (70-79 points)
- ☐ **No Award** (Less than 70 points)

Best of the Best Award

The entry with the highest score will also receive the "Best of the Best" award for the category. Only one "Best of the Best" winner per category. In the event of a tie score, the judges should confer to determine the best entry for the category.

Is this entry the "Best of the Best" award winner for this category?

☐ **Yes** ☐ **No**

Scoring

Each entry is judged based on the following criteria:

CONTENT: The entry exhibits an appropriate message, outstanding design, appearance, graphics and composition (if applicable), and achieves its purpose.

_____ of 50 points

QUALITY: The entry is of professional quality.

_____ of 20 points

EFFECTIVENESS: The entry advances the school district's public relations/communication efforts.

_____ of 20 points

OVERALL IMPRESSION: The entry exceeds expectations for the category.

_____ of 10 points

TOTAL POINTS: _____

Comments
