

JUDGE'S SCORING SHEET FOR COMMUNICATIONS and PUBLIC RELATIONS

Judge's Name _____ Club Name _____

Judging Criteria	Number of Possible Points	Number of Points Awarded
Communications Strategy Intent, Purpose	15	
Social Media, Website	15	
Club Communications Digital Meeting Capabilities Newsletters Blasts	20	
Public Relations Media Relations Press Releases Submitted	15	
Other Forms of Communication Ex: Club sponsored portion of another event, representation within town/city	5	
Branding, Photography	10	
Degree of Success Impact – Educated, informed, inspired	20	

Total _____

Judge's Comments
