



## IABC/Chicago Bronze Quill Awards Judging Form Division 1: Communication Management

Entrant Name(s): \_\_\_\_\_

Title of Entry: \_\_\_\_\_

Judge: \_\_\_\_\_ IABC Chapter: \_\_\_\_\_

Division No.	Division Name	Maximum Work Plan Length	Judges Scoring*
1	Communication Management	4 pages	50% to work plan; 50% to sample

\*See other side for scoring details.

Work Plan	Score (0-7)*
1. How clearly is the need and its effect on the organization identified?	
2. How clearly are the critical characteristics of the audience identified?	
3. How well do the goals and measurable objectives address the stated need? To what extent are the objectives measurable in addressing the stated need?	
4. How effective is the overall solution in employing messages, tactics and media? To what extent does the overall solution demonstrate a strategic or creative approach to business communication?	
5. How effective is the project implemented in terms of budget, time and other resources?	
6. How thoroughly are results measured against the objectives? (Score 0 if not measured).	
7. How well are the program's goals and objectives met?	
<b>Total of 1-7 = _____ divided by 7 = _____ x .5 = total work plan score (A)</b>	<b>A=</b>

Work Sample	Score (0-7)*
1. How well do the elements of the programs demonstrate an understanding of target audience needs and characteristics?	
2. How well does the work sample reflect the objectives in the work plan?	
3. How clearly does the work sample meet or exceed the accepted technical and professional communications standards for the media selected?	
4. To what extent does the work sample show creativity, imagination, and innovation?	
5. To what extent does the work sample live up to the description and expectation described in the work plan?	
<b>Total of 1-5 = _____ divided by 5 = _____ x .5 = total work sample score (B)</b>	<b>B=</b>

<b>Final Score: (A) + (B) =</b>	
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**Please add comments on other side.**

**Based on the final score, this entry earns:**

- Award of Excellence (total score is 5.75 or higher)
- Award of Merit (total score is 5.25 – 5.74)
- No Award (total score is 5.24 or lower)



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Division 1: Communication Management**

**Judge's Comments**

**1. This entry's greatest strength is:**

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**2. This entry could be strengthened by:**

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**Scoring Key**

0 - Missing element(s)	4 - Satisfactory – adequate approach or results
1 - Dead wrong, inappropriate approach	5 - Somewhat better than satisfactory
2 - Poor, almost totally wrong or inappropriate	6 - Significantly better than satisfactory
3 - Somewhat less than satisfactory	7 - Outstanding – an extraordinary and insightful approach or result