



67th Annual Golden Trumpet Awards

Volunteer Judging- Tips for Evaluating Entries

1. The Entry Narrative is critical to judging the overall value of the submission. Please give careful consideration to the situation analysis, statement of objectives, program planning and strategy, results documentation, innovativeness and overall quality of entry/excellence in writing.

Please ask yourself the following questions:

- 🎺 Does the narrative contain sufficient factual information on each of the four sections and is that information presented in an excellent manner?
- 🎺 Does the narrative include too many editorial statements and not enough statements of fact?
- 🎺 Has the entrant explained all that I need to know to make an informed decision?
- 🎺 Does the Entry Narrative motivate me to move forward and learn more about the submission?

2. The quality of the entry is affected by the caliber of its planning and execution. The most creative idea is a failure if it is poorly implemented and does not meet stated objectives. Please judge whether or not a particular entry succeeds or fails in each of these separate areas. Give them an individual score and then review the final score. That total score should represent the overall quality of the entry.

3. Please note that budgets may vary. While a budget line was recommended, it was not mandatory. With that in mind, remember that the highest scoring entries should be those that were the most creative, substantive and results oriented, not those that were the flashiest or most expensive.



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4. Look at the results. Ask yourself the following questions:

- 🎺 Can results be quantified in terms of audience figures, revenue, lead generation, attendance or sales?
- 🎺 Are the results documented in the narrative and supporting documents?
- 🎺 While improving or changing existing opinions is often the goal of a public relations program, these intangibles can be difficult to assess.

The entrant's boss or client surely expected those intangibles to be demonstrated. So should you.

5. Attempt to be as fair and impartial as possible. Evaluate each entry on its own merits. If you have a bias (positive or negative) for a particular entry or entrant, please remove yourself from judging that entry.

You may not judge any entries that are in a category where your company has an entry submitted as well.