

# MLA PUBLIC RELATIONS AWARDS CRITERIA

Entrant's Name \_\_\_\_\_

Category \_\_\_\_\_ Total score \_\_\_\_\_

Judging information: For each statement listed, circle the number that most clearly applies. Total each column, then add for a total score.

<u>Criteria</u>	Excellent	Average	Weak
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## ACTIVITIES RELATED TO ENTRY:

Coordinate toward a stated goal/objective	5	3	1
Show activities reached the targeted audience	5	3	1
Show promotion of the library's services/usage	5	3	1
Are distinctive, original, innovative	5	3	1
Utilize various media & treatments in publicizing library services/themes	5	3	1
Indicate involvement of persons beyond the library staff	5	3	1
Show a positive, tangible result: increased circulation, increased funding, new services, etc.	5	3	1
Show effort to reach legislators and/or members of funding authority	5	3	1
Successfully achieve stated objective	5	3	1

## ENTRY ITSELF:

Submitted in form relevant to project with additional materials as appropriate	5	3	1
Presents succinct title, description, & project abstract (must include PR entry form; limit 1 page)	5	3	1
Shows good, thorough planning	5	3	1
Is distinctive, original, innovative	5	3	1
Shows imagination	5	3	1
Attracts and holds the attention of audience	5	3	1
Graphic materials show good design	5	3	1
Writing is concise, clear	5	3	1
Audiovisual materials show high-quality, professional look	5	3	1
Audiovisual presentation concise, clear	5	3	1
Successfully communicates efforts to promote & publicize library services & themes	5	3	1

TOTAL \_\_\_\_\_