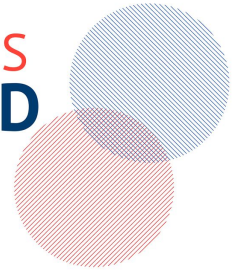


**THE CLARENCE B. JONES IMPACT AWARD
JUDGING RUBRIC**

JUDGE NAME:

**CLARENCE B. JONES
IMPACT AWARD**

CELEBRATING COMMUNICATIONS FOR GOOD
THAT MAKES A DIFFERENCE



Note to judges: This award is intended to honor extraordinary work that is strategic (it is focused and purposeful) and impactful (there is clear data and evidence the work made a difference in addressing a significant social challenge).

Criteria	Points	Comments
Nominee’s work measurably elevated an issue among a target audience (1-20 points)		
Nominee’s work measurably influenced attitudes and beliefs (1-20 points)		
Nominee’s work measurably inspired action (1-20 points)		
Nominee’s work represented an innovative approach and extraordinary thinking (1-15 points)		
Nominee’s work is replicable and nominee has expressed interest in sharing their model of change (1-10 points)		
Nominee used data and/or evaluation to inform and refine their communications strategy (1-10 points)		
Nominee promoted and/or advanced the field of communications for good (1-5 points)		
TOTAL POINTS AWARDED: /100		