

Categories:

- Communications and/or Marketing Plans
- Crisis Communications Plans,
- Community Engagement Plans
- Campaign Outreach to a Diverse Audience or Multicultural Campaign

Questions:

- How well does the plan reflect an understanding of its target audience?
- How effective is the plan in addressing its objectives?
- Rate the overall success in the communications process.
- How successful is the plan in achieving its goals?
- How well does the plan show creativity and innovation in its efforts?