McKinney Prize
Judge's Ballot

Speaker's name_____

Please give a numerical rating and provide brief comments for each of the categories below.
(Rating scale: 1=poor, 2=fair, 3=good, 4=very good, 5=exceptional)

Topic   *1   2   3   4   5*
To what extent is the speech's topic significant and timely?

Engagement   *1   2   3   4   5*
How effectively does the speaker engage the interest of the immediate audience and
relate the topic to the audience?

Organization   *1   2   3   4   5*
To what extent does the speech constitute a unified and coherent message?
To what extent is the speech clearly and persuasively structured?

Evidence   *1   2   3   4   5*
How effectively does the speaker incorporate evidence to persuade the audience?

Credibility   *1   2   3   4   5*
To what extent does the speaker convey his or her credibility on this subject?

Delivery   *1   2   3   4   5*
How effectively does the speaker use vocal and physical expression to make the speech
interesting and meaningful?

Style   *1   2   3   4   5*
To what extent is the speaker's use of language clear, appropriate, and engaging?

Purpose   *1   2   3   4   5*
To what extent did the speech achieve its persuasive objective?