PRSA Hampton Roads Pinnacle Awards
JUDGING SCORE SHEET - TACTICS

Category: Research *14 points possible*	Needs Developing	Fair	Average	Excellent	Points
Research is the systematic gathering of information to describe and understand a situation, check assumptions about publics and perceptions, and check the public relations consequences.	**Purpose** Purpose for the project is not stated. **0 points**	*(N/A)*	*(N/A)*	**Purpose** The purpose of the project was clearly stated. **2 points**	_____/2 points
Research can be identified as: • *primary or secondary* • *formal or informal* • *qualitative or quantitative* ***Primary Research:*** *Investigation or data collected you do yourself or you hire someone to do for you.*	**Research Methods Used** Research methods are not mentioned. **0 points**	*(N/A)*	**Research Methods Used** Research methods impacting the tactic are mentioned. **1 point**	**Research Methods Used** Research methods impacting the tactic are mentioned **AND** identified as primary or secondary research. **2 points**	_____/2 points
Secondary Research: *Using research findings of others or collecting information secondhand.*	**Types of Research** No research was listed for the project. (examples at left). **0 points**	**Types of Research** Research was referenced but not clearly outlined. (examples at left). **2 points**	*(N/A)*	**Types of Research** At least 2 types of research are used (examples at left). **4 points**	_____/4 points
Research methodologies include: • *Focus Groups* • *Surveys (phone, mail, online, email)* • *Interviews (phone, intercept, in-depth)* • *Tracking (calls, purchases, hits, actions, placements, etc)* • *Media analysis* • *Content analysis* • *Observations, visits, field reports* • *Complaint reviews*	**Research Impact** Information is not included on how research results affected the creation or implementation of the tactic, based on campaign objectives or strategies. **0 points**	*(N/A)*	*(N/A)*	**Research Impact** Information is included on how research results affected the creation or implementation of this tactic based on campaign objectives or strategies. **6 points**	_____/6 points
		Comments:			

Category: Planning *30 points possible*	Needs Developing	Fair	Average	Excellent	Points
Successful public relations tactics require strategic planning. This planning includes measurable objectives grounded in research and evaluated for return on investment.	**Four-step RPIE process** The entry includes no mention of a process used to plan the tactic. **0 points**	**Four-step RPIE process** At least 2 of the 4-step process are stated. **2 points**	**Four-step RPIE process** At least 3 of the 4-step process are stated. **4 points**	**Four-step RPIE process** The complete 4-step process is clearly stated. **6 points**	_____/6 points
Audience identification: Differentiates among publics, markets, audiences and stakeholders...	**Target audience** Target audiences or publics are not identified. **0 points**	*(N/A)*	*(N/A)*	**Target audience** Target audiences or publics are easily identified. **4 points**	_____/4 points
Definitions: *Goals: Statement that spells out the overall outcomes of a program...often related to one aspect of the mission or purpose.* *Example: To increase public use of mass transit.*	**Identification of Goals** Does not provide a statement outlining how this tactic supports the overall outcomes of a program, mission or purpose. (examples to left) **0 points**	*(N/A)*	*(N/A)*	**Identification of Goals** Provides a statement clearly outlining how this tactic supports the overall outcomes of a program, mission or purpose. (examples to left) **4 points**	_____/4 points
Objectives: The measurable result that must be achieved with each public to reach the program goal. Objectives should be SMART (specific, measurable, attainable, relevant and time-specific) and may establish milestones toward a goal. *Example: To increase ridership of public transportation in the Los Angeles metropolitan area by 8 percent among workers earning less than $25,000 per year within the first six months of the communication program.*	**Identification of Objectives** Objectives are not clearly stated. (examples to left) **0 points**	*(N/A)*	**Identification of Objectives** One objective is clearly stated. (examples to left) **2 points**	**Identification of Objectives** Two or more objectives are stated. (examples to left) **4 points**	_____/4 points
Strategies: The overall concept, approach or general plan for a program designed to achieve objectives. *Example: Use communication vehicles that can be understood by a public with limited education to demonstrate that riding public transportation to work is an attractive alternative to driving.*	**Identification of Strategies/Tactics** No strategies are listed related to this tactic. (examples to left) **0 points**	**Identification of Strategies/Tactics** At least one strategy is listed related to this tactic, but it does NOT contain how to achieve objectives. (examples to left) **2 points**	**Identification of Strategies/Tactics** At least one strategy is listed that relates to this tactic that contains the overall concept, approach or general plan for a program designed to achieve objectives. (examples to left) **4 points**	**Identification of Strategies/Tactics** Two or more strategies are listed that relate to this tactic that contain the overall concept, approach or general plan for a program designed to achieve objectives. (examples to left) **6 points**	_____/6 points
	SMART Objectives All stated objectives include **0 or 1** of the following criteria: specific, measurable, attainable, relevant, and time-specific. **0 points**	**SMART Objectives** All stated objectives include **at least 2** of the following criteria: specific, measurable, attainable, relevant, and time-specific. **2 points**	**SMART Objectives** All stated objectives include **at least 3** of the following criteria: specific, measurable, attainable, relevant, and time-specific. **4 points**	**SMART Objectives** All stated objectives include **at least 4** of the following criteria: specific, measurable, attainable, relevant, and time-specific. **6 points**	_____/6 points
	Comments:				

Category: Implementation *30 points possible*	Needs Developing	Fair	Average	Excellent	Points
Implementation: Executing the plan and communicating *Tactics: The exact activities and methods used at the operational level to implement a strategy and reach an objective.* *Example: Conduct a "Why I'd rather be riding" essay contest.* *Tactics are specific ways you will use your resources to carry out your strategy and work toward objectives.* *A budget may include "staff time, volunteer energy and out-of-pocket costs (expenses for transportation, images, materials and fabrication).*	**Timetable** Starting and ending dates of the project ARE NOT listed. **0 points**	*(N/A)*	*(N/A)*	**Timetable** Starting and ending dates of the project ARE listed. **4 points**	_____/4 points
	Identification of Tactics Tactic does NOT state specific ways resources were used to carry out strategy and work toward objectives. (examples to left) **0 points**	*(N/A)*	*(N/A)*	**Identification of Tactics** Tactic states specific ways resources were used to carry out strategy and work toward objectives. (examples to left). **6 points**	_____/6 points
	Use of Resources No explanation is included to describe how tactic was used to carry out a strategy and work toward objectives. **0 points**	*(N/A)*	*(N/A)*	**Use of Resources** An explanation is included describing how tactic was used to carry out a strategy and work toward objectives. **6 points**	_____/6 points
	Budget No budget referenced. **0 points**	**Budget** Budget referenced but no breakdown provided. **2 points**	**Budget** Budget referenced and breakdown provided. **4 points**	**Budget** Budget referenced, breakdown provided and an explanation is included describing how resources were used to carry out a strategy and work toward objectives. **6 points**	_____/6 points
	Overcoming Challenges The entry does not include a description of a challenge and how it was overcome. **0 points**	*(N/A)*	**Overcoming Challenges** One challenge (internal or external) is described as well as how it was overcome. **4 points**	**Overcoming Challenges** At least 2 challenges (internal or external) are described, as well as how they were overcome. **8 points**	_____/8 points
		Comments:			

Category: Creativity *15 points possible*	Needs Developing	Fair	Average	Excellent	Points
Tactics are afforded points for how creative the piece was developed and used. *Technical Quality is demonstrated in the developer's artistic ability to design or write a tactic that is visually appealing.*	**Technical Quality** The composition, artistic design, and presentation are lacking. **0 points**	*(N/A)*	*(N/A)*	**Technical Quality** The composition, artistic design, and presentation are very attractive. **3 points**	_____/3 points
Content is based on how well the tactic's writing and art targets its specified audience.	**Content** The text or art does not target its specified audience. **0 points**	*(N/A)*	*(N/A)*	**Content** The text or artwork targets its specified audience. **3 points**	_____/3 points
Writing ensures the copy or text is properly written, understandable and consistent with writing standards.	**Writing** Grammar, punctuation, and AP style is very poor **0 points**	**Writing** Grammar, punctuation, and AP style is lacking throughout	**Writing** Grammar, punctuation, and AP style is mostly correct throughout. **1 point**	**Writing** Proper grammar, punctuation, and AP style is used in the composition, headlines, and other text throughout the tactic. **3 points**	_____/3 points
Creative Appeal addresses the tactic's overall uniqueness in its category. Did the entry go above expectations and was extraordinarily creative in its presentation and use?	**Creative Appeal** The tactic was not unique or creative, or used in a creative way. **0 points**	*(N/A)*	**Creative Appeal** The tactic was unique and creative, but was not used in a creative way. **3 points**	**Creative Appeal** The tactic was very unique and creative. It was also used in a creative way. **6 points**	_____/6 points
		Comments:			

Category: Evaluation *11 points possible*	Needs Developing	Fair	Average	Excellent	Points
Evaluation: Measure effectiveness of the program against objectives. *Evaluation…* 1. *verifies that public relations efforts were effective (because they met objectives)* 2. *demonstrates return on public relations investment* 3. *provides information for refining future public relations strategies* ***Examples of measurement methods include:*** • *Employee surveys* • *Phone interviews* • *Surveys (phone, online, mail, intercept)* • *Content analysis* • *Media analysis* • *Tracking (calls, purchases, etc)* • *Focus groups*	**Examples Provided** Evidence is not presented. **0 points**	**Examples Provided** Evidence is presented of how 1 objective was exceeded, met, or not met. **2 points**	*(N/A)*	**Examples Provided** Evidence is presented of how **at least 2** objectives were exceeded, met, or not met. **4 points**	_____/4 points
	Measurement Methods Specific methods of measurement are not listed or described. **0 points**	**Measurement Methods** There is very little evidence of measurement, but methods are not listed or described clearly (examples at left). **1 point**	**Measurement Methods** There is clearly outlined evidence of measurement, but methods are not listed or described clearly (examples at left). **2 points**	**Measurement Methods** Specific methods of measurement are listed or described (examples at left). **3 points**	_____/3 points
	Lessons Learned No ways to improve this tactic (if it were done again) are presented. **0 points**	*(N/A)*	**Lessons Learned** At least 1 way to improve this tactic (if it were done again) is presented. **2 points**	**Lessons Learned** At least 2 ways to improve this tactic (if it were done again) are presented. **4 points**	_____/4 points
		Comments:			

Award Entry Scoring

	Category	Points Possible
	Research _____	/14 points possible
	Planning _____	/30 points possible
	Implementation _____	/30 points possible
	Creativity _____	/15 points possible
	Evaluation _____	/11 points possible
	Total Score_____	**/100 points possible**

Material in this rubric is based on information from:
Public Relations Society of America Study Guide for the Examination for Accreditation in Public Relations, ©2016 by the Universal Accreditation Board, functioning as part of Public Relations Society of America.
www.praccreditation.org