

PRSA Hampton Roads Pinnacle Awards

JUDGING SCORE SHEET - PROGRAMS

Category: Research 20 points possible	Needs Developing	Fair	Average	Excellent	Points
<p><i>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.</i></p> <p><i>Research can be identified as:</i></p> <ul style="list-style-type: none"> • primary or secondary • formal or informal • qualitative or quantitative <p>Primary Research: <i>Investigation or data collected you do yourself or you hire someone to do for you.</i></p> <p>Secondary Research: <i>Using research findings of others or collecting information secondhand.</i></p> <p>Research methodologies include:</p> <ul style="list-style-type: none"> • 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 	<p>Purpose Purpose for the project is not stated.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Purpose The purpose of the project was clearly stated.</p> <p>4 points</p>	_____/4 points
	<p>Research Methods Used Research methods are not mentioned.</p> <p>0 points</p>	(N/A)	<p>Research Methods Used Research methods used for the project are mentioned, but are NOT identified as primary or secondary research.</p> <p>2 points</p>	<p>Research Methods Used Research methods used for the project mentioned AND identified as primary or secondary research.</p> <p>4 points</p>	_____/4 points
	<p>Types of Research No research was listed for the project. (examples at left).</p> <p>0 points</p>	<p>Types of Research Research was referenced but not clearly outlined. (examples at left).</p> <p>2 points</p>	<p>Types of Research One type of research was used for the project. (examples at left).</p> <p>4 points</p>	<p>Types of Research At least 2 types of research are used. (examples at left).</p> <p>6 points</p>	_____/6 points
	<p>Research Impact Information is not included on how research results affected the creation or implementation of project objectives, strategies or tactics.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Research Impact Information is included on how research results affected the creation or implementation of project objectives, strategies or tactics.</p> <p>6 points</p>	_____/6 points
		Comments:			

Category: Planning 30 points possible	Needs Developing	Fair	Average	Excellent	Points
<p>Successful public relations programs require proactive, strategic planning. This planning includes measurable objectives is grounded in research and is evaluated for return on investment.</p> <p>The Four-Step-Process...public relations planning addresses these four topics: 1) Research 2) Planning 3) Implementation 4) Evaluation</p> <p>Audience identification: Differentiates among publics, markets, audiences and stakeholders...</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>Four-step RPIE process The entry includes no mention of a process used to plan the project.</p> <p>0 points</p>	<p>Four-step RPIE process At least 2 of the 4-step process are stated.</p> <p>2 points</p>	<p>Four-step RPIE process At least 3 of the 4-step process are stated.</p> <p>4 points</p>	<p>Four-step RPIE process The complete 4-step process is clearly stated.</p> <p>6 points</p>	<p>_____/6 points</p>
	<p>Target audience Target audiences or publics are not identified.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Target audience Target audiences or publics are easily identified.</p> <p>4 points</p>	<p>_____/4 points</p>
	<p>Identification of Goals Does not provide a statement outlining the overall outcomes of a program, mission or purpose. (examples to left)</p> <p>0 points</p>	(N/A)	(N/A)	<p>Identification of Goals Provides a statement clearly outlining the overall outcomes of a program, mission or purpose. (examples to left)</p> <p>4 points</p>	<p>_____/4 points</p>
	<p>Identification of Objectives Objectives are not clearly stated. (examples to left)</p> <p>0 points</p>	(N/A)	<p>Identification of Objectives One objective is clearly stated. (examples to left)</p> <p>2 points</p>	<p>Identification of Objectives Two or more objectives are stated. (examples to left)</p> <p>4 points</p>	<p>_____/4 points</p>
	<p>Identification of Strategies No strategies are listed. (examples to left)</p> <p>0 points</p>	<p>Identification of Strategies At least one strategy is listed, but it does NOT contain how to achieve objectives. (examples to left)</p> <p>2 points</p>	<p>Identification of Strategies At least one strategy is listed that contains the overall concept, approach or general plan for a program designed to achieve objectives. (examples to left)</p> <p>4 points</p>	<p>Identification of Strategies Two or more strategies are listed that contain the overall concept, approach or general plan for a program designed to achieve objectives. (examples to left)</p> <p>6 points</p>	<p>_____/6 points</p>
	<p>SMART Objectives All stated objectives include 0 or 1 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>0 points</p>	<p>SMART Objectives All stated objectives include at least 2 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>2 points</p>	<p>SMART Objectives All stated objectives include at least 3 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>4 points</p>	<p>SMART Objectives All stated objectives include at least 4 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>6 points</p>	<p>_____/6 points</p>
		Comments:			

Category: Implementation <i>30 points possible</i>	Needs Developing	Fair	Average	Excellent	Points
<p>Implementation: Executing the plan and communicating</p> <p>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.</p> <p>Tactics are specific ways you will use your resources to carry out your strategy and work toward objectives.</p> <p>A budget may include “staff time, volunteer energy and out-of-pocket costs (expenses for transportation, images, materials and fabrication).</p>	<p>Timetable Starting and ending dates of the project ARE NOT listed.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Timetable Starting and ending dates of the project ARE listed.</p> <p>2 points</p>	____/2 points
	<p>Identification of Tactics 0 to 2 tactics state specific ways they used their resources to carry out strategy and work toward objectives. (examples to left)</p> <p>0 points</p>	(N/A)	<p>Identification of Tactics 3 to 4 tactics state specific ways they used their resources to carry out strategy and work toward objectives. (examples to left)</p> <p>4 points</p>	<p>Identification of Tactics At least 5 tactics state specific ways they used their resources to carry out strategy and work toward objectives.</p> <p>8 points</p>	____/8 points
	<p>Use of Resources No explanation is included to describe how resources were used to carry out a strategy and work toward objectives.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Use of Resources An explanation is included describing how resources were used to carry out a strategy and work toward objectives.</p> <p>6 points</p>	____/6 points
	<p>Budget No budget referenced.</p> <p>0 points</p>	<p>Budget Budget referenced but no breakdown provided.</p> <p>2 points</p>	<p>Budget Budget referenced and breakdown provided.</p> <p>4 points</p>	<p>Budget Budget referenced, breakdown provided and an explanation is included describing how resources were used to carry out a strategy and work toward objectives.</p> <p>6 points</p>	____/6 points
	<p>Overcoming Challenges The entry does not include a description of a challenge and how it was overcome.</p> <p>0 points</p>	(N/A)	<p>Overcoming Challenges One challenge (internal or external) is described as well as how it was overcome.</p> <p>4 points</p>	<p>Overcoming Challenges At least 2 challenges (internal or external) are described, as well as how they were overcome.</p> <p>8 points</p>	____/8 points
		Comments:			

Category: Evaluation <i>20 points possible</i>	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: <ul style="list-style-type: none"> 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 on how 1 objective was exceeded, met, or not met. 2 points	Examples Provided Evidence is presented on how at least 2 objectives were exceeded, met, or not met. 4 points	Examples Provided Evidence is presented on how ALL objectives were exceeded, met, or not met. 6 points	_____/6 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). 2 points	Measurement Methods There is clearly outlined evidence of measurement, but methods are not listed or described clearly (examples at left). 4 points	Measurement Methods Specific methods of measurement are listed or described (examples at left). 6 points	_____/6 points
	Lessons Learned No ways to improve this project (if it were done again) are presented. 0 points	(N/A)	Lessons Learned At least 1 way to improve this project (if it were done again) is presented. 4 points	Lessons Learned At least 2 ways to improve this project (if it were done again) are presented. 8 points	_____/8 points
		Comments:			

Award Entry Scoring													
	<table> <tr> <th>Category</th><th>Points Possible</th></tr> <tr> <td>Research _____</td><td>/20 points possible</td></tr> <tr> <td>Planning _____</td><td>/30 points possible</td></tr> <tr> <td>Implementation _____</td><td>/30 points possible</td></tr> <tr> <td>Evaluation _____</td><td>/20 points possible</td></tr> <tr> <td>Total Score _____</td><td>/100 points possible</td></tr> </table>	Category	Points Possible	Research _____	/20 points possible	Planning _____	/30 points possible	Implementation _____	/30 points possible	Evaluation _____	/20 points possible	Total Score _____	/100 points possible
Category	Points Possible												
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Planning _____	/30 points possible												
Implementation _____	/30 points possible												
Evaluation _____	/20 points possible												
Total Score _____	/100 points possible												

Material in this rubric is based on information from:

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