**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. Research is the foundation for effective strategic public relations planning.*    *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.*  *Secondary Research:* *Using research findings of others or collecting information secondhand.*    *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* | **Purpose**  Purpose for the project is not stated.  0 points | *(N/A; purpose of the project is either stated, or not included)* | *(N/A; purpose of the project is either stated, or not included)* | **Purpose**  The purpose of the project was clearly stated.  2 points | \_\_\_\_\_/2 points |
| **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 |
| **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 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; information on the impact of research is either included, or not included)* | *(N/A; information on the impact of research is either included, or not included)* | **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.*  *Audience identification: Differentiates among publics, markets, audiences and stakeholders…*  *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.*  *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.*  *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.* | **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 |
| **Target audience**  Target audiences or publics are not identified.    0 points | | *(N/A; target audiences are either identified, or they are not)* | | *(N/A; target audiences are either identified, or they are not)* | | **Target audience**  Target audiences or publics are easily identified.  4 points | | | \_\_\_\_\_/4 points |
| **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; either there is at least one goal mentioned, or none are mentioned)* | | *(N/A; either there is at least one goal mentioned, or none are mentioned)* | | **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 |
| **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 point | | **Identification of Objectives**  Two or more objectives are stated. (examples to left)  4 points | | | \_\_\_\_\_/4 points |
| **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; either the starting/ending dates are mentioned, or they are not)* | | *(N/A; either the starting/ending dates are mentioned, or they are not)* | | **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; either an explanation of this is included in the entry, or it is not included)* | | *(N/A; either an explanation of this is included in the entry, or it is not included)* | | **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.*  *Content is based on how well the tactic’s writing and art targets its specified audience.*  *Writing ensures the copy or text is properly written, understandable and consistent with writing standards.*  *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?* | **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**  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**  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**  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 points | **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 point | **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*](http://www.praccreditation.org)