**PRSA Hampton Roads Pinnacle Awards**

JUDGING SCORE SHEET - TACTICS

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| **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 |
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| **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 |
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| **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 poor0 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 |
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| **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:** |

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| **Award Entry Scoring**  |
| **Category** **Points Possible** Research \_\_\_\_\_ /14 points possible Planning \_\_\_\_\_ /30 points possibleImplementation \_\_\_\_\_ /30 points possibleCreativity \_\_\_\_\_ /15 points possibleEvaluation \_\_\_\_\_ /11 points possible**Total Score**\_\_\_\_\_\_ **/100 points** **possible**  |

*Material in this rubric is based on information from:*

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