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| **Category: Research** *20 points possible* | **Excellent** | **Average** | **Needs Developing** | **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 of the project is stated. 4 point | *(N/A; purpose of the project is either stated, or not included)* | **Purpose**Purpose of the project is not stated.0 points | \_\_\_\_\_/4 points |
| **Use of Research**Research methods used for the project are mentioned, and are identified as primary or secondary research.4 points | **Use of Research**Research methods used for the project are mentioned, but are not identified as primary or secondary research.2 point | **Use of Research**Research methods are not mentioned.0 points | \_\_\_\_\_/4 points |
| **Types of Research**At least 2 types of research methods used for the project are listed (examples at left).6 points | **Types of Research**One type of research methods used for the project is listed (examples at left).4 points | **Types of Research**No types of research methods used for the project are listed (examples at left).0 points | \_\_\_\_\_/6 points |
| **Research Impact**Information is included on how research results affected the creation or implementation of project objectives, strategies or tactics.6 points | *(N/A; information on the impact of research is either included, or not included)* | **Research Impact**Information is not included on how research results affected the creation or implementation of project objectives, strategies or tactics.0 points | \_\_\_\_\_/6 points |
| **Comments:** |

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| **Category: Planning** *30 points possible* | **Excellent** | **Average** | **Needs Developing** | **Points** |
| *Successful public relations programs require proactive, strategic planning. This planning includes measurable**objectives, is grounded in research and is evaluated for return on investment.* *The Four-Step-Process…public relations planning addresses these four topics:*1. *Research*
2. *Planning*
3. *Implementation*
4. *Evaluation*

*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 process**The four-step process used to plan the project is stated.6 points | **Four-step process**A process used to plan the project is loosely stated.2-4 points | **Four-step process**The entry includes no mention of a process used to plan the project.0 points | \_\_\_\_\_/6 points |
| **Target audience**Target audiences or publics are identified. 4 points | *(N/A; target audiences are either identified, or they are not)* | **Target audience**Target audiences or publics are not identified. 0 points | \_\_\_\_\_/4 points |
| **Identification of Goals**Using the definition (at left), the entry identifies at least1 goal.4 points | *(N/A; either there is at least one goal mentioned, or none are mentioned)* | **Identification of Goals**Using the definition (at left), the entry identifies 0 goals.0 points | \_\_\_\_\_/4 points |
| **Identification of Objectives**Using the definition (at left), the entry identifies at least 2 objectives.4 points | **Identification of Objectives**Using the definition (at left), the entry identifies 1 objective.2 point | **Identification of Objectives**Using the definition (at left), the entry identifies 0 objective.0 points | \_\_\_\_\_/4 points |
| **Identification of Strategies** Using the definition (at left), the entry identifies at least 2 strategies.6 points | **Identification of Strategies** Using the definition (at left), the entry identifies at least 1 strategy.2-4 points | **Identification of Strategies** Using the definition (at left), the entry identifies 0 strategies.0 points | \_\_\_\_\_/6 points |
| **SMART Objectives**All stated objectives meet at least 4 of these 5 criteria:* Specific
* Measureable
* Attainable
* Relevant
* Time-specific

6 points | **SMART Objectives**At minimum, all stated objectives meet 2 or 3 of these 5 criteria :* Specific
* Measureable
* Attainable
* Relevant
* Time-specific

2-4 points | **SMART Objectives** If included, stated objectives meet 1 or 0 of these 5 criteria:* Specific
* Measureable
* Attainable
* Relevant
* Time-specific

0 points | \_\_\_\_\_/6 points |
| **Comments:** |

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| **Category: Implementation***30 points possible* | **Excellent** | **Average** | **Needs Developing** | **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 listed.2 point | *(N/A; either the starting/ending dates are mentioned, or they are not)* | **Timetable**Starting and ending dates of the project are not listed.0 points | \_\_\_\_\_/2 points |
| **Identification of Tactics**Using the definition (at left), the entry identifies at least 5 tactics.8 points | **Identification of Tactics**Using the definitions (at left), the entry identifies 3-4 tactics.4 points | **Identification of Tactics**Using the definitions (at left), the entry identifies 1-2 tactics.0 points | \_\_\_\_\_/8 points |
| **Use of Resources**An explanation is included describing how resources were used to carry out a strategy and work toward objectives. 6 points | *(N/A; either an explanation of this is included in the entry, or it is not included)* | **Use of Resources**No explanation is included to describe how resources were used to carry out a strategy and work toward objectives. 0 points | \_\_\_\_\_/6 points |
| **Budget**General breakdown of budget is included, with financial figures, specific resource/time allocations, or other costs.6 points  | **Budget**Budgetary aspects are mentioned, but specific financial figures, resource/time allocations, or other costs are not included.2-4 point | **Budget**Budgetary aspects of finances, resource/time allocations, or other costs are not mentioned.0 points | \_\_\_\_\_/6 points |
| **Overcoming Challenges** At least 2 challenges (internal or external) are described, as well as how they were overcome.8 points | **Overcoming Challenges** One challenge (internal or external) is described, as well as how it was overcome.4 points | **Overcoming Challenges** The entry does not include a description of a challenge and how it was overcome.0 points | \_\_\_\_\_/8 points |
| **Comments:** |

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| **Category: Evaluation***20 points possible* | **Excellent** | **Average** | **Needs Developing** | **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 presented of how ALL objectives were exceeded, met, or not met.6 points | **Examples Provided**Evidence is presented of how SOMEobjectives were exceeded, met, or not met.2-4 points | **Examples Provided**Evidence is not presented of how objectives were exceeded, met, or not met.0 points | \_\_\_\_\_/6 points |
| **Measurement Methods**Specific methods of measurement are listed or described (examples at left).6 points | **Measurement Methods**There is evidence of measurement, but methods are not listed or described clearly (examples at left).2-4 points | **Measurement Methods**Specific methods of measurement are not listed or described.0 points | \_\_\_\_\_/6 points |
| **Lessons Learned**At least two ways to improve this project (if it were done again) are presented.8 points | **Lessons Learned**At least one way to improve this project (if it were done again) are presented.4 point | **Lessons Learned**No ways to improve this project (if it were done again) are presented.0 points | \_\_\_\_\_/8 points |
| **Comments:** |

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| **Award Entry Scoring**  |
| **Category** **Points Possible** Research \_\_\_\_\_ /20 points possible Planning \_\_\_\_\_ /30 points possibleImplementation \_\_\_\_\_ /20 points possibleEvaluation \_\_\_\_\_ /20 points possible**Total Score**\_\_\_\_\_\_ **/100 points** **possible**  |
| **Judge Comments** |
| **Award Entry Suggestions for Improvement:** |
| **Award Entry Strengths:** |

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

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