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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 SOME  objectives 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 possible  Implementation \_\_\_\_\_ /20 points possible  Evaluation \_\_\_\_\_ /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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