

PRSA Hampton Roads Pinnacle Awards

JUDGING SCORE SHEET - TACTICS

Category: Research <i>14 points possible</i>	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. Research is the foundation for effective strategic public relations planning.</i></p> <p><i>Research can be identified as:</i></p> <ul style="list-style-type: none"> • <i>primary or secondary</i> • <i>formal or informal</i> • <i>qualitative or quantitative</i> <p><i>Primary Research: Investigation or data collected you do yourself or you hire someone to do for you.</i></p> <p><i>Secondary Research: Using research findings of others or collecting information secondhand.</i></p> <p><i>Research methodologies include:</i></p> <ul style="list-style-type: none"> • <i>Focus Groups</i> • <i>Surveys (phone, mail, online, email)</i> • <i>Interviews (phone, intercept, in-depth)</i> • <i>Tracking (calls, purchases, hits, actions, placements, etc)</i> • <i>Media analysis</i> • <i>Content analysis</i> • <i>Observations, visits, field reports</i> • <i>Complaint reviews</i> 	<p>Purpose Purpose for the project is not stated.</p> <p>0 points</p>	<p><i>(N/A; purpose of the project is either stated, or not included)</i></p>	<p><i>(N/A; purpose of the project is either stated, or not included)</i></p>	<p>Purpose The purpose of the project was clearly stated.</p> <p>2 points</p>	<p>_____/2 points</p>
	<p>Research Methods Used Research methods are not mentioned.</p> <p>0 points</p>	<p><i>(N/A)</i></p>	<p>Research Methods Used Research methods impacting the tactic are mentioned.</p> <p>1 point</p>	<p>Research Methods Used Research methods impacting the tactic are mentioned AND identified as primary or secondary research.</p> <p>2 points</p>	<p>_____/2 points</p>
	<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><i>(N/A)</i></p>	<p>Types of Research At least 2 types of research are used (examples at left).</p> <p>4 points</p>	<p>_____/4 points</p>
	<p>Research Impact Information is not included on how research results affected the creation or implementation of the tactic, based on campaign objectives or strategies.</p> <p>0 points</p>	<p><i>(N/A; information on the impact of research is either included, or not included)</i></p>	<p><i>(N/A; information on the impact of research is either included, or not included)</i></p>	<p>Research Impact Information is included on how research results affected the creation or implementation of this tactic based on campaign objectives or strategies.</p> <p>6 points</p>	<p>_____/6 points</p>
		<p>Comments:</p>			

Category: Planning <i>30 points possible</i>	Needs Developing	Fair	Average	Excellent	Points
<p><i>Successful public relations tactics require strategic planning. This planning includes measurable objectives grounded in research and evaluated for return on investment.</i></p> <p><i>Audience identification: Differentiates among publics, markets, audiences and stakeholders...</i></p> <p><i>Definitions:</i> <i>Goals: Statement that spells out the overall outcomes of a program...often related to one aspect of the mission or purpose.</i> <i>Example: To increase public use of mass transit.</i></p> <p><i>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.</i> <i>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.</i></p> <p><i>Strategies: The overall concept, approach or general plan for a program designed to achieve objectives.</i> <i>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.</i></p>	<p>Four-step RPIE process The entry includes no mention of a process used to plan the tactic.</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>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<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 how this tactic supports the overall outcomes of a program, mission or purpose. (examples to left)</p> <p>0 points</p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p>Identification of Goals Provides a statement clearly outlining how this tactic supports 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>	<p><i>(N/A)</i></p>	<p>Identification of Objectives One objective is clearly stated. (examples to left)</p> <p>2 point</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/Tactics No strategies are listed related to this tactic. (examples to left)</p> <p>0 points</p>	<p>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)</p> <p>2 points</p>	<p>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)</p> <p>4 points</p>	<p>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)</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><i>Implementation: Executing the plan and communicating</i></p> <p><i>Tactics: The exact activities and methods used at the operational level to implement a strategy and reach an objective.</i> <i>Example: Conduct a "Why I'd rather be riding" essay contest.</i></p> <p><i>Tactics are specific ways you will use your resources to carry out your strategy and work toward objectives.</i></p> <p><i>A budget may include "staff time, volunteer energy and out-of-pocket costs (expenses for transportation, images, materials and fabrication).</i></p>	<p>Timetable Starting and ending dates of the project ARE NOT listed. 0 points</p>	<p><i>(N/A; either the starting/ending dates are mentioned, or they are not)</i></p>	<p><i>(N/A; either the starting/ending dates are mentioned, or they are not)</i></p>	<p>Timetable Starting and ending dates of the project ARE listed. 4 points</p>	<p>____/4 points</p>
	<p>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</p>	<p><i>(N/A)</i></p>	<p><i>(N/A)</i></p>	<p>Identification of Tactics Tactic states specific ways resources were used to carry out strategy and work toward objectives. (examples to left). 6 points</p>	<p>____/6 points</p>
	<p>Use of Resources No explanation is included to describe how tactic was used to carry out a strategy and work toward objectives. 0 points</p>	<p><i>(N/A; either an explanation of this is included in the entry, or it is not included)</i></p>	<p><i>(N/A; either an explanation of this is included in the entry, or it is not included)</i></p>	<p>Use of Resources An explanation is included describing how tactic was used to carry out a strategy and work toward objectives. 6 points</p>	<p>____/6 points</p>
	<p>Budget No budget referenced. 0 points</p>	<p>Budget Budget referenced but no breakdown provided. 2 points</p>	<p>Budget Budget referenced and breakdown provided. 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. 6 points</p>	<p>____/6 points</p>
	<p>Overcoming Challenges The entry does not include a description of a challenge and how it was overcome. 0 points</p>	<p><i>(N/A)</i></p>	<p>Overcoming Challenges One challenge (internal or external) is described as well as how it was overcome. 4 points</p>	<p>Overcoming Challenges At least 2 challenges (internal or external) are described, as well as how they were overcome. 8 points</p>	<p>____/8 points</p>
		Comments:			

Category: Creativity <i>15 points possible</i>	Needs Developing	Fair	Average	Excellent	Points
<p><i>Tactics are afforded points for how creative the piece was developed and used.</i></p> <p><i>Technical Quality is demonstrated in the developer's artistic ability to design or write a tactic that is visually appealing.</i></p> <p><i>Content is based on how well the tactic's writing and art targets its specified audience.</i></p> <p><i>Writing ensures the copy or text is properly written, understandable and consistent with writing standards.</i></p> <p><i>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?</i></p>	<p>Technical Quality The composition, artistic design, and presentation are lacking.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Technical Quality The composition, artistic design, and presentation are very attractive.</p> <p>3 points</p>	_____/3 points
	<p>Content The text or art does not target its specified audience.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Content The text or artwork targets its specified audience.</p> <p>3 points</p>	_____/3 points
	<p>Writing Grammar, punctuation, and AP style is very poor</p> <p>0 points</p>	<p>Writing Grammar, punctuation, and AP style is lacking throughout</p>	<p>Writing Grammar, punctuation, and AP style is mostly correct throughout.</p> <p>1 point</p>	<p>Writing Proper grammar, punctuation, and AP style is used in the composition, headlines, and other text throughout the tactic.</p> <p>3 points</p>	_____/3 points
	<p>Creative Appeal The tactic was not unique or creative, or used in a creative way.</p> <p>0 points</p>	(N/A)	<p>Creative Appeal The tactic was unique and creative, but was not used in a creative way.</p> <p>3 points</p>	<p>Creative Appeal The tactic was very unique and creative. It was also used in a creative way.</p> <p>6 points</p>	_____/6 points
		Comments:			

Category: Evaluation <i>11 points possible</i>	Needs Developing	Fair	Average	Excellent	Points
<p><i>Evaluation: Measure effectiveness of the program against objectives.</i></p> <p><i>Evaluation...</i></p> <ol style="list-style-type: none"> <i>verifies that public relations efforts were effective (because they met objectives)</i> <i>demonstrates return on public relations investment</i> <i>provides information for refining future public relations strategies</i> <p><i>Examples of measurement methods include:</i></p> <ul style="list-style-type: none"> <i>Employee surveys</i> <i>Phone interviews</i> <i>Surveys (phone, online, mail, intercept)</i> <i>Content analysis</i> <i>Media analysis</i> <i>Tracking (calls, purchases, etc)</i> <i>Focus groups</i> 	<p>Examples Provided Evidence is not presented.</p> <p>0 points</p>	<p>Examples Provided Evidence is presented of how 1 objective was exceeded, met, or not met.</p> <p>2 points</p>	(N/A)	<p>Examples Provided Evidence is presented of how at least 2 objectives were exceeded, met, or not met.</p> <p>4 points</p>	____/4 points
	<p>Measurement Methods Specific methods of measurement are not listed or described.</p> <p>0 points</p>	<p>Measurement Methods There is very little evidence of measurement, but methods are not listed or described clearly (examples at left).</p> <p>1 points</p>	<p>Measurement Methods There is clearly outlined evidence of measurement, but methods are not listed or described clearly (examples at left).</p> <p>2 points</p>	<p>Measurement Methods Specific methods of measurement are listed or described (examples at left).</p> <p>3 points</p>	____/3 points
	<p>Lessons Learned No ways to improve this tactic (if it were done again) are presented.</p> <p>0 points</p>	(N/A)	<p>Lessons Learned At least 1 way to improve this tactic (if it were done again) is presented.</p> <p>2 point</p>	<p>Lessons Learned At least 2 ways to improve this tactic (if it were done again) are presented.</p> <p>4 points</p>	____/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:

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