

## 2023 Judging Rubric & Worksheet

Judge Name or Initials \_\_\_\_\_

Title of Entry \_\_\_\_\_

Category Name \_\_\_\_\_

Category Number \_\_\_\_\_

Category: Research	Excellent	Average	Needs Improvement	Points /10
<p><i>Research is the foundation for effective strategic public relations planning.</i></p> <p><i>Identify the PR problem or opportunity the program or project is designed to address. How did the research define and shape the planning process? Did the research help define the audience or situation?</i></p> <p><i>Describe the formal or informal research methodologies utilized and any primary or secondary research conducted.</i></p> <p><i>Research may be qualitative and/or quantitative, and methodologies include:</i></p> <ul style="list-style-type: none"> <li>● Focus groups</li> <li>● Surveys (phone, mail, online, email)</li> <li>● Interviews (phone, intercept, in-depth)</li> <li>● Tracking (calls, purchases, hits, actions, placements, etc.)</li> <li>● Media analysis</li> <li>● Content analysis</li> <li>● Observations, visits, field reports</li> <li>● Complaint reviews</li> </ul>	<p><b>Purpose</b> Purpose of the project is clearly stated, and importance is clearly established.</p> <p>2 points</p>	<p><b>Purpose</b> Purpose of the project is stated but importance is unclear or poorly established.</p> <p>1 point</p>	<p><b>Purpose</b> Purpose of the project is not stated.</p> <p>0 points</p>	/2 points
	<p><b>Use of Research</b> Research methods are clearly identified, chosen methods are appropriate for the project and purpose. Research described clearly how it shaped the plan and audience in adequate detail.</p> <p>2 points</p>	<p><b>Use of Research</b> Research methods are identified and appropriate for the project or purpose. Some lack in clarity and/or detail for how research shaped plan, audience and situation in submission description.</p> <p>1 point</p>	<p><b>Use of Research</b> Research methods and how were used in the project and purpose are not identified or are not appropriate for the project or purpose.</p> <p>0 points</p>	/2 points
	<p><b>Types of Research</b> At least 2 research methods were utilized and described in adequate detail.</p> <p>3 points</p>	<p><b>Types of Research</b> One research method was utilized and described in adequate detail.</p> <p>2 points</p>	<p><b>Types of Research</b> No research methods were utilized or were not described in adequate detail.</p> <p>0 points</p>	/3 points
	<p><b>Research Impact</b> Research results are clearly summarized, and demonstrably affected the creation or implementation of project objectives, strategies, or tactics.</p> <p>3 points</p>	<p><b>Research Impact</b> Research results are loosely summarized, or only moderately affected the creation or implementation of project objectives, strategies, or tactics.</p> <p>1-2 points</p>	<p><b>Research Impact</b> Research results are not included, poorly summarized, or did not affect the creation or implementation of project objectives, strategies, or tactics.</p> <p>0 points</p>	/3 points
			<b>Research Total</b>	<b>/10 points</b>

Category: Planning	Excellent	Average	Needs Improvement	Points /15
<p><i>Successful public relations programs require proactive, strategic planning that is grounded in research, includes measurable objectives, and is evaluated for potential impact and return on investment (ROI).</i></p> <p><i>The Four Key Elements of Public Relations define the following four-step planning process:</i></p> <ol style="list-style-type: none"> <li><i>1) Research</i></li> <li><i>2) Planning</i></li> <li><i>3) Implementation</i></li> <li><i>4) Evaluation</i></li> </ol> <p><i>State the goal or outcomes of the primary communication(s) as well as the plan, identify primary and secondary target audiences (in order of importance), identify specific and measurable project objectives and/or metrics, and describe the utilized strategies. Include discussion of available resources (and/or limitations) of budget, time, and personnel.</i></p>	<p><b>Four-step Process</b> The four-step planning process is clearly stated and adequately described.</p> <p>3 points</p>	<p><b>Four-step Process</b> The planning process is loosely stated and/or is not adequately described.</p> <p>1-2 points</p>	<p><b>Four-step Process</b> The planning process is not stated or described.</p> <p>0 points</p>	<p>_____/3 points</p>
	<p><b>Goals and Outcomes</b> The goal or outcomes of the project are clearly identified.</p> <p>2 points</p>	<p><b>Goals and Outcomes</b> The goal or outcomes of the project are mentioned but lack clarity or specificity.</p> <p>1 point</p>	<p><b>Goals and Outcomes</b> The goals or outcomes of the project are not identified.</p> <p>0 points</p>	<p>/2 points</p>
	<p><b>Target Audience</b> Target audiences or publics are clearly identified and described.</p> <p>2 points</p>	<p><b>Target Audience</b> Target audiences or publics are clearly identified, but not adequately described.</p> <p>1 point</p>	<p><b>Target Audience</b> Target audiences or publics are not clearly identified.</p> <p>0 points</p>	<p>/2 points</p>
	<p><b>Objectives and Metrics</b> At least 2 specific, measurable project objectives and/or metrics are clearly identified.</p> <p>2 points</p>	<p><b>Objectives and Metrics</b> One specific, measurable project objective or metric is clearly identified.</p> <p>1 point</p>	<p><b>Objectives and Metrics</b> No specific, measurable project objectives or metrics are clearly defined.</p> <p>0 points</p>	<p>_____/2 points</p>
	<p><b>Utilized Strategies</b> The overall concept, approach, or plan is clearly described and adequately detailed.</p> <p>3 points</p>	<p><b>Utilized Strategies</b> The overall concept, approach, or plan is described, but lacks clarity or adequate detail.</p> <p>1-2 points</p>	<p><b>Utilized Strategies</b> The overall concept, approach, or plan is not described.</p> <p>0 points</p>	<p>/3 points</p>
	<p><b>Resources</b> Limitations and mitigation strategies are clearly described and in adequate detail.</p> <p>3 points</p>	<p><b>Resources</b> Limitations and mitigation strategies are mentioned but lack clear descriptions or adequate detail.</p> <p>1-2 points</p>	<p><b>Resources</b> Limitations and mitigation strategies are not described.</p> <p>0 points</p>	<p>/3 points</p>
	<p><b>Planning Total</b></p>			<p><b>/15 points</b></p>

Category: Implementation	Excellent	Average	Needs Improvement	Points /15
<p><i>How did the plan flow? Describe the specific communication tactics and resources used to support the identified objectives.</i></p> <p><i>Describe both traditional public relations tactics and non-traditional tactics employed.</i></p> <p><i>What resources were used?</i></p> <p><i>What was the timeline?</i></p> <p><i>Provide a budget breakdown.</i></p>	<p><b>Tactics</b> Specific tactics are identified, appropriate to the project, and described in adequate detail.</p> <p>4 points</p>	<p><b>Tactics</b> Specific tactics are identified and appropriate to the project but lack clarity or adequate detail in their description.</p> <p>2 points</p>	<p><b>Tactics</b> Specific tactics are not identified or are not appropriate to the project.</p> <p>0 points</p>	/4 points
	<p><b>Use of Resources</b> Resources used to conduct the strategy and work toward objectives are clearly identified and described in adequate detail.</p> <p>3 points</p>	<p><b>Use of Resources</b> Resources used to conduct the strategy and work toward objectives are identified but lack clarity and/or adequate detail in their description.</p> <p>1-2 points</p>	<p><b>Use of Resources</b> Resources used to conduct the strategy and work toward objectives are not identified.</p> <p>0 points</p>	/3 points
	<p><b>Timeline</b> A timeline or deadline was clearly established, and relevant considerations were discussed.</p> <p>3-4 points</p>	<p><b>Timeline</b> A timeline or deadline was referenced but lacks clarity or discussion of relevant considerations.</p> <p>1-2 point</p>	<p><b>Timeline</b> A timeline or deadline was not established or referenced.</p> <p>0 points</p>	/4 points
	<p><b>Budget</b> A general breakdown of the project budget is included, including specific financial and resource or time allocations.</p> <p>3-4 points</p>	<p><b>Budget</b> Budgetary aspects are mentioned, but specific financial or resource/time allocations are not described.</p> <p>1-2 point</p>	<p><b>Budget</b> Budgetary aspects of finances or resource/time allocations are not included.</p> <p>0 points</p>	/4 points
				<p><b>Implementation Total</b> /15 points</p>

Category: Evaluation	Excellent	Average	Needs Improvement	Points /10
<p><i>Evaluation measures the effectiveness of the project or program against the established objectives and metrics, demonstrates return on investment, and provides information to refine future public relations strategies.</i></p> <p><i>Demonstrate how the program or project met its defined goals and objectives via quantitative and qualitative measures.</i></p> <p><i>Examples of measurement methods include:</i></p> <ul style="list-style-type: none"> <li>• Employee surveys</li> <li>• Phone interviews</li> <li>• Surveys (phone, online, mail, intercept)</li> <li>• Content analysis</li> <li>• Media analysis</li> <li>• Tracking (calls, purchases, etc.)</li> <li>• Focus groups</li> </ul> <p><i>PR pros are highly adaptable and willing to learn new things. Provide lessons learned including what worked well and what didn't.</i></p>	<p><b>Examples Provided</b> Evidence is presented describing how ALL identified objectives were exceeded, met, or not met.</p> <p>3 points</p>	<p><b>Examples Provided</b> Evidence is presented describing how SOME objectives were exceeded, met, or not met.</p> <p>1-2 points</p>	<p><b>Examples Provided</b> Evidence is not presented describing how objectives were exceeded, met, or not met.</p> <p>0 points</p>	/3 points
	<p><b>Measurement Methods</b> Specific quantitative and qualitative measures are identified, and results are clearly described.</p> <p>4 points</p>	<p><b>Measurement Methods</b> Specific quantitative OR qualitative measures are identified, and results are described.</p> <p>2 points</p>	<p><b>Measurement Methods</b> Specific measures are not identified, or results are not described.</p> <p>0 points</p>	/4 points
	<p><b>Lessons Learned</b> Lessons or potential improvements are clearly identified and described in adequate detail including any challenges that were overcome.</p> <p>3 points</p>	<p><b>Lessons Learned</b> Lessons, challenges, or potential improvements are mentioned but lack clarity or detail.</p> <p>1-2 points</p>	<p><b>Lessons Learned</b> Lessons, challenges, or potential improvements are not mentioned or described.</p> <p>0 points</p>	/3 points
			<b>Evaluation Total</b>	<b>/10 points</b>

Award Entry Scoring	
Category	Points Possible
Research _____	/10 points possible
Planning _____	/15 points possible
Execution _____	/15 points possible
Results/Evaluation _____	/10 points possible
<b>Total Score</b>	<b>/50 points possible</b>

**Judge's Comments.** Please describe your reasoning for awarded scores, and any related notes or advice.

**Research**  
*Did the campaign use formal or informal research methodologies to obtain facts, gauge perceptions, or otherwise inform the planning process? If not, did the entrant details what they would have done in a "perfect" world?*

**Planning**  
*Did the entrant identify primary and secondary audiences, state specific measurable objectives, and the strategies used to accomplish these goals? Did the entrant list resources available and limitations of budget, time, and personnel?*

**Implementation**  
*Were the goals and strategies described in the planning phase accomplished? Was the plan carried out?*

**Evaluation**  
*Did the entrant describe the extent to which goals and objectives were met?*

**Creativity & Overall Quality**  
*How well did the approach and deliverables represent overall capability, resourcefulness, and excellence?*