

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

Category: Planning 30 points possible	Excellent	Average	Needs Developing	Points
<p><i>Successful public relations programs require proactive, strategic planning. This planning includes measurable objectives, is grounded in research and is evaluated for return on investment.</i></p> <p><i>The Four-Step-Process...public relations planning addresses these four topics:</i></p> <ol style="list-style-type: none"> 1) Research 2) Planning 3) Implementation 	<p>Four-step process The four-step process used to plan the project is stated.</p> <p>6 points</p>	<p>Four-step process A process used to plan the project is loosely stated.</p> <p>2-4 points</p>	<p>Four-step process The entry includes no mention of a process used to plan the project.</p> <p>0 points</p>	____/6 points
	<p>Target audience Target audiences or publics are identified.</p> <p>4 points</p>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<p>Target audience Target audiences or publics are not identified.</p> <p>0 points</p>	____/4 points

<p>4) <i>Evaluation</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>Identification of Goals Using the definition (at left), the entry identifies at least 1 goal.</p> <p>4 points</p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p>Identification of Goals Using the definition (at left), the entry identifies 0 goals.</p> <p>0 points</p>	_____/4 points
	<p>Identification of Objectives Using the definition (at left), the entry identifies at least 2 objectives.</p> <p>4 points</p>		<p>Identification of Objectives Using the definition (at left), the entry identifies 1 objective.</p> <p>2 point</p>	<p>Identification of Objectives Using the definition (at left), the entry identifies 0 objective.</p> <p>0 points</p>
	<p>Identification of Strategies Using the definition (at left), the entry identifies at least 2 strategies.</p> <p>6 points</p>	<p>Identification of Strategies Using the definition (at left), the entry identifies at least 1 strategy.</p> <p>2-4 points</p>	<p>Identification of Strategies Using the definition (at left), the entry identifies 0 strategies.</p> <p>0 points</p>	_____/6 points
	<p>SMART Objectives All stated objectives meet at least 4 of these 5 criteria:</p> <ul style="list-style-type: none"> • Specific • Measureable • Attainable • Relevant • Time-specific <p>6 points</p>	<p>SMART Objectives At minimum, all stated objectives meet 2 or 3 of these 5 criteria :</p> <ul style="list-style-type: none"> • Specific • Measureable • Attainable • Relevant • Time-specific <p>2-4 points</p>	<p>SMART Objectives If included, stated objectives meet 1 or 0 of these 5 criteria:</p> <ul style="list-style-type: none"> • Specific • Measureable • Attainable • Relevant • Time-specific <p>0 points</p>	_____/6 points
	Comments:			

Category: Implementation <i>30 points possible</i>	Excellent	Average	Needs Developing	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</i></p>	<p>Timetable Starting and ending dates of the project are listed.</p> <p>2 point</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 not listed.</p> <p>0 points</p>	_____/2 points
	<p>Identification of Tactics Using the definition (at left), the entry identifies at least 5 tactics.</p> <p>8 points</p>		<p>Identification of Tactics Using the definitions (at left), the entry identifies 3-4 tactics.</p> <p>4 points</p>	<p>Identification of Tactics Using the definitions (at left), the entry identifies 1-2 tactics.</p> <p>0 points</p>
	<p>Use of Resources An explanation is included describing how resources were</p>	<p><i>(N/A; either an explanation of this is</i></p>	<p>Use of Resources No explanation is included to describe how resources were</p>	

<i>costs (expenses for transportation, images, materials and fabrication).</i>	used to carry out a strategy and work toward objectives. 6 points	<i>included in the entry, or it is not included)</i>	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:			

Category: Evaluation <i>20 points possible</i>	Excellent	Average	Needs Developing	Points
<i>Evaluation: Measure effectiveness of the program against objectives.</i> <i>Evaluation...</i> 1. <i>verifies that public relations efforts were effective (because they met objectives)</i> 2. <i>demonstrates return on public relations investment</i> 3. <i>provides information for refining future public relations strategies</i> <i>Examples of measurement methods include:</i> <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> 	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:			

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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