**ARcom EVENT PRISM AWARDS**

JUDGING SCORE SHEET - CAMPAIGNS

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

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| **Category: Planning**  *30 points possible* | **Needs Developing** | **Fair** | **Average** | **Excellent** | **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 RPIE process**  The entry includes no mention of a process used to plan the project.  0 points | **Four-step RPIE process**  At least 2 of the 4-step process are stated.  2 points | **Four-step RPIE process**  At least 3 of the 4-step process are stated.  4 points | **Four-step RPIE process**  The complete 4-step process is clearly stated.  6 points | \_\_\_\_\_/6 points |
| **Target audience**  Target audiences or publics are not identified.    0 points | *(N/A; target audiences are either identified, or they are not)* | *(N/A; target audiences are either identified, or they are not)* | **Target audience**  Target audiences or publics are easily identified.  4 points | \_\_\_\_\_/4 points |
| **Identification of Goals**  Does not provide a statement outlining the overall outcomes of a program, mission or purpose. (examples to left)  0 points | *(N/A; either there is at least one goal mentioned, or none are mentioned)* | *(N/A; either there is at least one goal mentioned, or none are mentioned)* | **Identification of Goals**  Provides a statement clearly outlining the overall outcomes of a program, mission or purpose. (examples to left)  4 points | \_\_\_\_\_/4 points |
| **Identification of Objectives**  Objectives are not clearly stated. (examples to left)  0 points | *(N/A)* | **Identification of Objectives**  One objective is clearly stated.  (examples to left)  2 point | **Identification of Objectives**  Two or more objectives are stated. (examples to left)  4 points | \_\_\_\_\_/4 points |
| **Identification of Strategies**  No strategies are listed. (examples to left)  0 points | **Identification of Strategies**  At least one strategy is listed, but it does NOT contain how to achieve objectives. (examples to left)  2 points | **Identification of Strategies**  At least one strategy is listed that contains the overall concept, approach or general plan for a program designed to achieve objectives. (examples to left)  4 points | **Identification of Strategies**  Two or more strategies are listed that contain the overall concept, approach or general plan for a program designed to achieve objectives. (examples to left)  6 points | \_\_\_\_\_/6 points |
| **SMART Objectives**  All stated objectives include **0 or 1** of the following criteria: specific, measurable, attainable, relevant, and time-specific.  0 points | **SMART Objectives**  All stated objectives include **at least 2** of the following criteria: specific, measurable, attainable, relevant, and time-specific.  2 points | **SMART Objectives**  All stated objectives include **at least 3** of the following criteria: specific, measurable, attainable, relevant, and time-specific.  4 points | **SMART Objectives**  All stated objectives include **at least 4** of the following criteria: specific, measurable, attainable, relevant, and time-specific.  6 points | \_\_\_\_\_/6 points |
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| **Category: Implementation**  *30 points possible* | **Needs Developing** | **Fair** | **Average** | **Excellent** | **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 NOT listed.  0 points | *(N/A; either the starting/ending dates are mentioned, or they are not)* | *(N/A; either the starting/ending dates are mentioned, or they are not)* | **Timetable**  Starting and ending dates of the project ARE listed.  2 point | \_\_\_\_\_/2 points |
| **Identification of Tactics**  **0 to 2** tactics state specific ways they used their resources to carry out strategy and work toward objectives. (examples to left)  0 points | *(N/A)* | **Identification of Tactics**  **3 to 4** tactics state specific ways they used their resources to carry out strategy and work toward objectives.  (examples to left)  4 points | **Identification of Tactics**  **At least 5** tactics state specific ways they used their resources to carry out strategy and work toward objectives.  8 points | \_\_\_\_\_/8 points |
| **Use of Resources**  No explanation is included to describe how resources were used to carry out a strategy and work toward objectives.  0 points | *(N/A; either an explanation of this is included in the entry, or it is not included)* | *(N/A; either an explanation of this is included in the entry, or it is not included)* | **Use of Resources**  An explanation is included describing how resources were used to carry out a strategy and work toward objectives.  6 points | \_\_\_\_\_/6 points |
| **Budget**  No budget referenced.  0 points | **Budget**  Budget referenced but no breakdown provided.  2 points | **Budget**  Budget referenced and breakdown provided.  4 points | **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 | \_\_\_\_\_/6 points |
| **Overcoming Challenges**  The entry does not include a description of a challenge and how it was overcome.  0 points | *(N/A)* | **Overcoming Challenges**  One challenge (internal or external) is described as well as how it was overcome.  4 points | **Overcoming Challenges**  At least 2 challenges (internal or external) are described, as well as how they were overcome.  8 points | \_\_\_\_\_/8 points |
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| **Category: Evaluation**  *20 points possible* | **Needs Developing** | **Fair** | **Average** | **Excellent** | **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 not presented.  0 points | **Examples Provided**  Evidence is presented of how 1 objective was exceeded, met, or not met.  2 points | **Examples Provided**  Evidence is presented of how **at least 2** objectives were exceeded, met, or not met.  4 points | **Examples Provided**  Evidence is presented of how ALL objectives were exceeded, met, or not met.  6 points | \_\_\_\_\_/6 points |
| **Measurement Methods**  Specific methods of measurement are not listed or described.  0 points | **Measurement Methods**  There is very little evidence of measurement, but methods are not listed or described clearly (examples at left).  2 points | **Measurement Methods**  There is clearly outlined evidence of measurement, but methods are not listed or described clearly (examples at left).  4 points | **Measurement Methods**  Specific methods of measurement are listed or described (examples at left).  6 points | \_\_\_\_\_/6 points |
| **Lessons Learned**  No ways to improve this project (if it were done again) are presented.  0 points | *(N/A)* | **Lessons Learned**  At least 1 way to improve this project (if it were done again) is presented.  4 point | **Lessons Learned**  At least 2 ways to improve this project (if it were done again) are presented.  8 points | \_\_\_\_\_/8 points |
|  | **Comments:** | | | |

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| **Award Entry Scoring** |
| **Category** **Points Possible**  Research \_\_\_\_\_ /20 points possible  Planning \_\_\_\_\_ /30 points possible  Implementation \_\_\_\_\_ /30 points possible  Evaluation \_\_\_\_\_ /20 points possible  **Total Score**\_\_\_\_\_\_ **/100 points** **possible** |

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

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