## **PRSA**

## JUDGING SCORE SHEET - CAMPAIGNS

Category: Research 20 points possible	Needs	Fair	Average	Excellent	Points
• •	Developing	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	D.	
Research is the systematic gathering of information to	Purpose Purpose for the	(N/A; purpose of the project is	(N/A; purpose of the project is either	Purpose The purpose of the	
describe and understand a	project is not stated.	either stated, or	stated, or not	project was clearly	
situation, check assumptions	project is not stated.	not included)	included)	stated.	/4
about publics and perceptions,	0 points	noi incinaca)	incinaca)	4 point	points
and check the public relations	Research Methods		Research Methods	Research Methods	points
consequences. Research is the	Used	(N/A)	Used	Used	
foundation for effective	Research methods	\ \ \ \	Research methods	Research methods	
strategic public relations	are not mentioned.		used for the project	used for the project	
planning.			are mentioned, but	mentioned <b>AND</b>	
	0 points		are <b>NOT</b> identified	identified as	
Research can be identified as:			as primary or	primary or	
• primary or secondary			secondary research.	secondary research.	
• formal or informal					/4
• qualitative or quantitative		\	2 point	4 points	points
	Types of Research	Types of	Types of Research	Types of Research	
Primary Research:	No research was	Research	One type of research	At least 2 types of	
Investigation or data collected	listed for the	Research was	was used for the	research are used.	
you do yourself or you hire	project. (examples	referenced but not	project. (examples at	(examples at left).	
someone to do for you.	at left).	clearly outlined.	left).	( : t	
	Opoints	(examples at left).		6 points	/6
Secondary Research: Using	0 points	2 points	4 points		points
research findings of others or collecting information	Research Impact	2 points	4 points	Research Impact	ponits
secondhand.	Information is not	(N/A; information	(N/A; information	Information is	
seconunana.	included on how	on the impact of	on the impact of	included on how	
Descript with a delegies	research results	research is either	research is either	research results	
Research methodologies include:	affected the creation	included, or not	included, or not	affected the	
• Focus Groups	or implementation	included)	included)	creation or	
• Surveys (phone, mail,	of project	<u> </u>		implementation of	
online, email)	objectives,			project objectives,	
• Interviews (phone,	strategies or tactics.			strategies or tactics.	
intercept, in-depth)					/6
• Tracking (calls, purchases,	0 points			6 points	points
hits, actions, placements,		Comments:			
etc)					
• Media analysis					
<ul> <li>Content analysis</li> </ul>					
• Observations, visits, field					
reports					
<ul> <li>Complaint reviews</li> </ul>					
	1				

Category: Planning	Needs	Fair	Average	Excellent	Points
30 points possible	Developing				
Successful public relations	Four-step RPIE	Four-step RPIE	Four-step RPIE	Four-step RPIE	
programs require proactive,	process	process	process	process	
strategic planning. This	The entry includes	At least 2 of the	At least 3 of the 4-	The complete 4-step	
planning includes measurable	no mention of a	4-step process	step process are	process is clearly	
objectives is grounded in	process used to	are stated.	stated.	stated.	
research and is evaluated for	plan the project.				
return on investment.		2 points	4 points	6 points	/6
The Four-Step-Processpublic	0 points				points
relations planning addresses	Target audience	N/A; target	(N/A; target	Target audience	
these four topics:	Target audiences or	audiences are	audiences are either	Target audiences or	
1) Research	publics are not	either identified,	identified, or they	publics are easily	
2) Planning	identified.	or they are not)	are not)	identified.	
3) Implementation	0 points			4 points	/4
4) Evaluation	-			•	points
Au diamaa idantifiaatian.	Identification of	\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\	(N)/A : 1 .1 .1	Identification of	
Audience identification: Differentiates among publics,	Goals	(N/A; either there is at least	(NA; either there is	Goals	
markets, audiences and	Does not provide a statement outlining	·	at least one goal mentioned, or none	Provides a statement	
stakeholders	the overall	one goal mentioned, or	are mentioned)	clearly outlining the overall outcomes of a	
siunenoiders	outcomes of a	none are	are mentionea)	program, mission or	
Definitions:	program, mission	mentioned)		purpose. (examples to	
Goals: Statement that spells out	or purpose.	mentionea)		left)	
the overall outcomes of a	(examples to left)			icit)	/4
programoften related to one	0 points			4 points	points
aspect of the mission or	Identification of		Identification of	Identification of	ponits
purpose.	Objectives	(NXA)	Objectives	Objectives	
Example: To increase public	Objectives are not	(1 11.12)	One objective is	Two or more	
use of mass transit.	clearly stated.		clearly stated.	objectives are stated.	
	(examples to left)		(examples to left)	(examples to left)	
Objectives: The measurable	, ,		, 1	· • • · · · · · · · · · · · · · · · · ·	/4
result that must be achieved	0 points		2 point	4 points	points
with each public to reach the	Identification of	Identification of	Identification of	Identification of	
program goal. Objectives	Strategies	Strategies	Strategies	Strategies	
should be SMART (specific,	No strategies are	At least one	At least one strategy	Two or more	
measurable, attainable,	listed. (examples to	strategy is listed,	is listed that	strategies are listed	
relevant and time-specific) and	left)	but it does NOT	contains the overall	that contain the	
may establish milestones		contain how to	concept, approach or	overall concept,	
toward a goal.	0 points	achieve	general plan for a	approach or general	
Example: To increase ridership of public transportation in the		objectives.	program designed to	plan for a program	
Los Angeles metropolitan area		(examples to	achieve objectives.	designed to achieve	
by 8 percent among workers		left)	(examples to left)	objectives. (examples	10
earning less than \$25,000 per		2	4	to left)	/6
year within the first six months	CMADT	2 points	4 points	6 points	points
of the communication program.	SMART	SMART	SMART Objectives	SMART Objectives	
of the communication program.	Objectives	Objectives	All stated objectives	All stated objectives include <b>at least 4</b> of	
Strategies: The overall concept,	All stated objectives include	All stated objectives	include at least 3 of the following	the following criteria:	
approach or general plan for a	0 or 1 of the	include at least 2	criteria: specific,	specific, measurable,	
program designed to achieve	following criteria:	of the following	measurable,	attainable, relevant,	
objectives.	specific,	criteria: specific,	attainable, relevant,	and time-specific.	
Example: Use communication	measurable,	measurable,	and time-specific.	and time specific.	
vehicles that can be understood	attainable, relevant,	attainable,	and time specific.	6 points	
by a public with limited	and time-specific.	relevant, and	4 points	o pomio	
education to demonstrate that	and time specific.	time-specific.	· points		/6
riding public transportation to	0 points	2 points			points
work is an attractive	- F	Comments:	ı	<u> </u>	I F
alternative to driving.					

Catagory	Needs	Fair	Avorogo	Excellent	Points
Category: Implementation	Developing	ran	Average	Excellent	1 OHIIIS
30 points possible	Developing				
Implementation: Executing the	Timetable			Timetable	
plan and communicating	Starting and ending	(N/A; either the	(N/A; either the	Starting and ending	
	dates of the project	starting/ending	starting/ending	dates of the project	
Tactics: The exact activities	ARE NOT listed.	dates are	dates are	ARE listed.	
and methods used at the		mentioned, or	mentioned, or they		/2
operational level to implement	0 points	they are not)	are not)	2 point	points
a strategy and reach an	Identification of	7/4)	Identification of	Identification of	
objective. Example: Conduct a "Why I'd	Tactics 0 to 2 tactics state	(N/A)	Tactics 3 to 4 tactics state	Tactics At least 5 tactics	
rather be riding" essay contest.	specific ways they		specific ways they	state specific ways	
ramer seriamg essay contest.	used their resources		used their resources	they used their	
Tactics are specific ways you	to carry out strategy		to carry out	resources to carry	
will use your resources to carry	and work toward		strategy and work	out strategy and	
out your strategy and work	objectives.		toward objectives.	work toward	
toward objectives.	(examples to left)		(examples to left)	objectives.	
					/8
A budget may include "staff	0 points	\	4 points	8 points	points
time, volunteer energy and out-	Use of Resources	07/4	(N/A	Use of Resources	
of-pocket costs (expenses for transportation, images,	No explanation is included to describe	(N/A; either an explanation of this	(NA; either an explanation of this	An explanation is included describing	
materials and fabrication).	how resources were	is included in the	is included in the	how resources	
materials and faorication).	used to carry out a	entry, or it is not	entry, or it is not	were used to carry	
	strategy and work	included)	included)	out a strategy and	
	toward objectives.			work toward	
				objectives.	
	0 points				/6
		\		6 points	points
	Budget	Budget	Budget	Budget	
	No budget	Budget referenced	Budget referenced	Budget referenced,	
	referenced.	but no breakdown	and breakdown	breakdown provided and an	
	0 points	provided.	provided.	explanation is	
	o points	2 points	4 points	included describing	
		- points	Politics	how resources	
				were used to carry	
				out a strategy and	
				work toward	
				objectives.	
				6 m m 2 m 4 m	/6
	Ononosmino		Onemanina	6 points	points
	Overcoming Challenges	(N/A)	Overcoming Challenges	Overcoming Challenges	
	The entry does not	(11/1/1)	One challenge	At least 2	
	include a		(internal or	challenges (internal	
	description of a		external) is	or external) are	
	challenge and how it		described as well as	described, as well	
	was overcome.		how it was	as how they were	
			overcome.	overcome.	
	0 points				/8
		\	4 points	8 points	points
		Comments:			

Category: Evaluation 20 points possible	Needs Developing	Fair	Average	Excellent	Points
Evaluation: Measure	Examples Provided	Examples	Examples Provided	Examples	
effectiveness of the program	Evidence is not	Provided	Evidence is	Provided	
against objectives.	presented.	Evidence is	presented of how at	Evidence is	
	r	presented of how	least 2 objectives	presented of how	
Evaluation	0 points	1 objective was	were exceeded, met,	ALL objectives	
1. verifies that public	1	exceeded, met, or	or not met.	were exceeded,	
relations efforts were		not met.		met, or not met.	
effective (because they met			4 points	,	/6
objectives)		2 points	1	6 points	points
2. demonstrates return on	Measurement	Measurement	Measurement	Measurement	•
public relations investment	Methods	Methods	Methods	Methods	
3. provides information for	Specific methods of	There is very little	There is clearly	Specific methods	
refining future public	measurement are not	evidence of	outlined evidence of	of measurement	
relations strategies	listed or described.	measurement, but	measurement, but	are listed or	
		methods are not	methods are not	described	
Examples of measurement	0 points	listed or described	listed or described	(examples at left).	
methods include:		clearly (examples	clearly (examples at	_	
<ul> <li>Employee surveys</li> </ul>		at left).	left).	6 points	
<ul> <li>Phone interviews</li> </ul>					/6
• Surveys (phone, online,		2 points	4 points		points
mail, intercept)	<b>Lessons Learned</b>		Lessons Learned	<b>Lessons Learned</b>	
• Content analysis	No ways to improve	(NXA)	At least 1 way to	At least 2 ways to	
<ul> <li>Media analysis</li> </ul>	this project (if it		improve this project	improve this	
• Tracking (calls, purchases,	were done again)		(if it were done	project (if it were	
etc)	are presented.		again) is presented.	done again) are	
• Focus groups				presented.	
- 2 2000 8. Outpu	0 points		4 point		/8
				8 points	points
		Comments:			

Award Entry Scoring		
	Category	<b>Points Possible</b>
	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:

<u>Public Relations Society of America Study Guide for the Examination for Accreditation in Public Relations</u>, ©2016 by the Universal Accreditation Board, functioning as part of Public Relations Society of America. www.praccreditation.org