PRSA
JUDGING SCORE SHEET - TACTICS

Category: Research *14 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. 2 point	_____/2 points
	Research Methods Used Research methods are not mentioned. 0 points	*(N/A)*	**Research Methods Used** Research methods impacting the tactic are mentioned. 1 point	**Research Methods Used** Research methods impacting the tactic are mentioned **AND** identified as primary or secondary research. 2 points	_____/2 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	*(N/A)*	**Types of Research** At least 2 types of research are used (examples at left). 4 points	_____/4 points
	Research Impact Information is not included on how research results affected the creation or implementation of the tactic, based on campaign objectives or strategies. 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 this tactic based on campaign objectives or strategies. 6 points	_____/6 points
		Comments:			

Category: Planning *30 points possible*	Needs Developing	Fair	Average	Excellent	Points
Successful public relations tactics require strategic planning. This planning includes measurable objectives grounded in research and evaluated for return on investment.	**Four-step RPIE process** The entry includes no mention of a process used to plan the tactic. 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
Audience identification: Differentiates among publics, markets, audiences and stakeholders…	**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
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.*	**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) 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 how this tactic supports the overall outcomes of a program, mission or purpose. (examples to left) 4 points	_____/4 points
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.*	**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
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.*	**Identification of Strategies/Tactics** No strategies are listed related to this tactic. (examples to left) 0 points	**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) 2 points	**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) 4 points	**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) 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
		Comments:			

revised 05/01/17

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. 4 points	_____/4 points
	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	*(N/A)*	*(N/A)*	**Identification of Tactics** Tactic states specific ways resources were used to carry out strategy and work toward objectives. (examples to left). 6 points	_____/6 points
	Use of Resources No explanation is included to describe how tactic was 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 tactic was 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
		Comments:			

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

revised 05/01/17

Category: Evaluation *11 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	*(N/A)*	**Examples Provided** Evidence is presented of how **at least 2** objectives were exceeded, met, or not met. 4 points	_____/4 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). 1 points	**Measurement Methods** There is clearly outlined evidence of measurement, but methods are not listed or described clearly (examples at left). 2 points	**Measurement Methods** Specific methods of measurement are listed or described (examples at left). 3 points	_____/3 points
	Lessons Learned No ways to improve this tactic (if it were done again) are presented. 0 points	*(N/A)*	**Lessons Learned** At least 1 way to improve this tactic (if it were done again) is presented. 2 point	**Lessons Learned** At least 2 ways to improve this tactic (if it were done again) are presented. 4 points	_____/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**