

# PRSA SD/IC Bernays Awards

## SCORE SHEET – SILVER AWARDS (CAMPAIGNS)

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

<b>Category: Planning</b> <i>30 points possible</i>	<b>Needs Developing</b>	<b>Fair</b>	<b>Average</b>	<b>Excellent</b>	<b>Points</b>	
<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. The Four-Step-Process...public relations planning addresses these four topics:</i></p> <ol style="list-style-type: none"> <li>1) Research</li> <li>2) Planning</li> <li>3) Implementation</li> <li>4) Evaluation</li> </ol> <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><b>Four-step RPIE process</b>  The entry includes no mention of a process used to plan the project.</p> <p>0 points</p>	<p><b>Four-step RPIE process</b>  At least 2 of the 4-step process are stated.</p> <p>2 points</p>	<p><b>Four-step RPIE process</b>  At least 3 of the 4-step process are stated.</p> <p>4 points</p>	<p><b>Four-step RPIE process</b>  The complete 4-step process is clearly stated.</p> <p>6 points</p>	<p>_____/6 points</p>	
	<p><b>Target audience</b>  Target audiences or publics are not identified.</p> <p>0 points</p>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<p><b>Target audience</b>  Target audiences or publics are easily identified.</p> <p>4 points</p>	<p>_____/4 points</p>	
	<p><b>Identification of Goals</b>  Does not provide a statement outlining the overall outcomes of a program, mission or purpose. (examples to left)</p> <p>0 points</p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p><b>Identification of Goals</b>  Provides a statement clearly outlining the overall outcomes of a program, mission or purpose. (examples to left)</p> <p>4 points</p>	<p>_____/4 points</p>	
	<p><b>Identification of Objectives</b>  Objectives are not clearly stated. (examples to left)</p> <p>0 points</p>	<p><i>(N/A)</i></p>	<p><b>Identification of Objectives</b>  One objective is clearly stated. (examples to left)</p> <p>2 point</p>	<p><b>Identification of Objectives</b>  Two or more objectives are stated. (examples to left)</p> <p>4 points</p>	<p>_____/4 points</p>	
	<p><b>Identification of Strategies</b>  No strategies are listed. (examples to left)</p> <p>0 points</p>	<p><b>Identification of Strategies</b>  At least one strategy is listed, but it does NOT contain how to achieve objectives. (examples to left)</p> <p>2 points</p>	<p><b>Identification of Strategies</b>  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)</p> <p>4 points</p>	<p><b>Identification of Strategies</b>  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)</p> <p>6 points</p>	<p>_____/6 points</p>	
	<p><b>SMART Objectives</b>  All stated objectives include <b>0 or 1</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>0 points</p>	<p><b>SMART Objectives</b>  All stated objectives include <b>at least 2</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>2 points</p>	<p><b>SMART Objectives</b>  All stated objectives include <b>at least 3</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>4 points</p>	<p><b>SMART Objectives</b>  All stated objectives include <b>at least 4</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>6 points</p>	<p>_____/6 points</p>	
		<p><b>Comments:</b></p>				

<b>Category: Implementation</b> <i>30 points possible</i>	<b>Needs Developing</b>	<b>Fair</b>	<b>Average</b>	<b>Excellent</b>	<b>Points</b>
<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 costs (expenses for transportation, images, materials and fabrication).”</i></p>	<p><b>Timetable</b> Starting and ending dates of the project ARE NOT listed.</p> <p>0 points</p>	<del>(N/A; either the starting/ending dates are mentioned, or they are not)</del>	<del>(N/A; either the starting/ending dates are mentioned, or they are not)</del>	<p><b>Timetable</b> Starting and ending dates of the project ARE listed.</p> <p>2 point</p>	<p>____/2 points</p>
	<p><b>Identification of Tactics</b> 0 to 2 tactics state specific ways they used their resources to carry out strategy and work toward objectives. (examples to left)</p> <p>0 points</p>	<del>(N/A)</del>	<p><b>Identification of Tactics</b> 3 to 4 tactics state specific ways they used their resources to carry out strategy and work toward objectives. (examples to left)</p> <p>4 points</p>	<p><b>Identification of Tactics</b> At least 5 tactics state specific ways they used their resources to carry out strategy and work toward objectives.</p> <p>8 points</p>	<p>____/8 points</p>
	<p><b>Use of Resources</b> No explanation is included to describe how resources were used to carry out a strategy and work toward objectives.</p> <p>0 points</p>	<del>(N/A; either an explanation of this is included in the entry, or it is not included)</del>	<del>(N/A; either an explanation of this is included in the entry, or it is not included)</del>	<p><b>Use of Resources</b> An explanation is included describing how resources were used to carry out a strategy and work toward objectives.</p> <p>6 points</p>	<p>____/6 points</p>
	<p><b>Budget</b> No budget referenced.</p> <p>0 points</p>	<p><b>Budget</b> Budget referenced but no breakdown provided.</p> <p>2 points</p>	<p><b>Budget</b> Budget referenced and breakdown provided.</p> <p>4 points</p>	<p><b>Budget</b> Budget referenced, breakdown provided and an explanation is included describing how resources were used to carry out a strategy and work toward objectives.</p> <p>6 points</p>	<p>____/6 points</p>
	<p><b>Overcoming Challenges</b> The entry does not include a description of a challenge and how it was overcome.</p> <p>0 points</p>	<del>(N/A)</del>	<p><b>Overcoming Challenges</b> One challenge (internal or external) is described as well as how it was overcome.</p> <p>4 points</p>	<p><b>Overcoming Challenges</b> At least 2 challenges (internal or external) are described, as well as how they were overcome.</p> <p>8 points</p>	<p>____/8 points</p>
	<p><b>Comments:</b></p>				

<b>Category: Evaluation</b> <i>20 points possible</i>	<b>Needs Developing</b>	<b>Fair</b>	<b>Average</b>	<b>Excellent</b>	<b>Points</b>
<p><i>Evaluation: Measure effectiveness of the program against objectives.</i></p> <p><i>Evaluation ...</i></p> <ol style="list-style-type: none"> <li><i>verifies that public relations efforts were effective (because they met objectives)</i></li> <li><i>demonstrates return on public relations investment</i></li> <li><i>provides information for refining future public relations strategies</i></li> </ol> <p><i>Examples of measurement methods include:</i></p> <ul style="list-style-type: none"> <li><i>Employee surveys</i></li> <li><i>Phone interviews</i></li> <li><i>Surveys (phone, online, mail, intercept)</i></li> <li><i>Content analysis</i></li> <li><i>Media analysis</i></li> <li><i>Tracking (calls, purchases, etc)</i></li> <li><i>Focus groups</i></li> </ul>	<p><b>Examples Provided</b> Evidence is not presented.</p> <p>0 points</p>	<p><b>Examples Provided</b> Evidence is presented of how 1 objective was exceeded, met, or not met.</p> <p>2 points</p>	<p><b>Examples Provided</b> Evidence is presented of how <b>at least 2</b> objectives were exceeded, met, or not met.</p> <p>4 points</p>	<p><b>Examples Provided</b> Evidence is presented of how ALL objectives were exceeded, met, or not met.</p> <p>6 points</p>	<p>____/6 points</p>
	<p><b>Measurement Methods</b> Specific methods of measurement are not listed or described.</p> <p>0 points</p>	<p><b>Measurement Methods</b> There is very little evidence of measurement, but methods are not listed or described clearly (examples at left).</p> <p>2 points</p>	<p><b>Measurement Methods</b> There is clearly outlined evidence of measurement, but methods are not listed or described clearly (examples at left).</p> <p>4 points</p>	<p><b>Measurement Methods</b> Specific methods of measurement are listed or described (examples at left).</p> <p>6 points</p>	<p>____/6 points</p>
	<p><b>Lessons Learned</b> No ways to improve this project (if it were done again) are presented.</p> <p>0 points</p>	<p><i>(N/A)</i></p>	<p><b>Lessons Learned</b> At least 1 way to improve this project (if it were done again) is presented.</p> <p>4 point</p>	<p><b>Lessons Learned</b> At least 2 ways to improve this project (if it were done again) are presented.</p> <p>8 points</p>	<p>____/8 points</p>
		<b>Comments:</b>			

<b>Award Entry Scoring</b>	
<b>Category</b>	<b>Points Possible</b>
Research _____	/20 points possible
Planning _____	/30 points possible
Implementation _____	/30 points possible
Evaluation _____	/20 points possible
<b>Total Score _____</b>	<b>/100 points possible</b>

Material in this rubric is based on information from:  
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[www.praccreditation.org](http://www.praccreditation.org)

# PRSA SD/IC Bernays Awards

## SCORE SHEET – BRONZE AWARDS (TACTICS)

Category: Research <i>14 points possible</i>	Needs Developing	Fair	Average	Excellent	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"> <li>• primary or secondary</li> <li>• formal or informal</li> <li>• qualitative or quantitative</li> </ul> <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"> <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 for the project is not stated.</p> <p>0 points</p>	<p><i>(N/A; purpose of the project is either stated, or not included)</i></p>	<p><i>(N/A; purpose of the project is either stated, or not included)</i></p>	<p><b>Purpose</b> The purpose of the project was clearly stated.</p> <p>2 point</p>	<p>_____/2 points</p>
	<p><b>Research Methods Used</b> Research methods are not mentioned.</p> <p>0 points</p>	<p><i>(N/A)</i></p>	<p><b>Research Methods Used</b> Campaign research methods impacting the tactic are mentioned.</p> <p>1 point</p>	<p><b>Research Methods Used</b> Campaign research methods impacting the tactic are mentioned AND identified as primary or secondary research.</p> <p>2 points</p>	<p>_____/2 points</p>
	<p><b>Types of Research</b> No research was listed for the project. (examples at left).</p> <p>0 points</p>	<p><b>Types of Research</b> Research was referenced but not clearly outlined. (examples at left).</p> <p>2 points</p>	<p><i>(N/A)</i></p>	<p><b>Types of Research</b> At least 2 types of research are used (examples at left).</p> <p>4 points</p>	<p>_____/4 points</p>
	<p><b>Research Impact</b> Information is not included on how research results affected the creation or implementation of the tactic, based on campaign objectives or strategies.</p> <p>0 points</p>	<p><i>(N/A; information on the impact of research is either included, or not included)</i></p>	<p><i>(N/A; information on the impact of research is either included, or not included)</i></p>	<p><b>Research Impact</b> Information is included on how research results affected the creation or implementation of this tactic based on campaign objectives or strategies.</p> <p>6 points</p>	<p>_____/6 points</p>
	<b>Comments:</b>				

<b>Category: Planning</b> <i>30 points possible</i>	<b>Needs Developing</b>	<b>Fair</b>	<b>Average</b>	<b>Excellent</b>	<b>Points</b>
<p><i>Successful public relations tactics require strategic planning. This planning includes measurable objectives grounded in research and evaluated for return on investment.</i></p>	<p><b>Four-step RPIE process</b> The entry includes no mention of a process used to plan the tactic.</p> <p>0 points</p>	<p><b>Four-step RPIE process</b> At least 2 of the 4-step process are stated.</p> <p>2 points</p>	<p><b>Four-step RPIE process</b> At least 3 of the 4-step process are stated.</p> <p>4 points</p>	<p><b>Four-step RPIE process</b> The complete 4-step process is clearly stated.</p> <p>6 points</p>	<p>____/6 points</p>
<p><i>Audience identification: Differentiates among publics, markets, audiences and stakeholders...</i></p>	<p><b>Target audience</b> Target audiences or publics are not identified.</p> <p>0 points</p>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<p><b>Target audience</b> Target audiences or publics are easily identified.</p> <p>4 points</p>	<p>____/4 points</p>
<p><i>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.</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. 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><b>Identification of Goals</b> Does not provide a statement outlining how this tactic supports the overall outcomes of a program, mission or purpose. (examples to left)</p> <p>0 points</p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p><b>Identification of Goals</b> Provides a statement clearly outlining how this tactic supports the overall outcomes of a program, mission or purpose. (examples to left)</p> <p>4 points</p>	<p>____/4 points</p>
<p><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><b>Identification of Objectives</b> Objectives are not clearly stated. (examples to left)</p> <p>0 points</p>	<p><i>(N/A)</i></p>	<p><b>Identification of Objectives</b> One objective is clearly stated. (examples to left)</p> <p>2 point</p>	<p><b>Identification of Objectives</b> Two or more objectives are stated. (examples to left)</p> <p>4 points</p>	<p>____/4 points</p>
<p><i>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.</i></p>	<p><b>Identification of Strategies/Tactics</b> No strategies are listed related to this tactic. (examples to left)</p> <p>0 points</p>	<p><b>Identification of Strategies/Tactics</b> At least one strategy is listed related to this tactic, but it does NOT contain how to achieve objectives. (examples to left)</p> <p>2 points</p>	<p><b>Identification of Strategies/Tactics</b> 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)</p> <p>4 points</p>	<p><b>Identification of Strategies/Tactics</b> 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)</p> <p>6 points</p>	<p>____/6 points</p>
<p><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><b>SMART Objectives</b> All stated objectives include <b>0 or 1</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>0 points</p>	<p><b>SMART Objectives</b> All stated objectives include <b>at least 2</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>2 points</p>	<p><b>SMART Objectives</b> All stated objectives include <b>at least 3</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>4 points</p>	<p><b>SMART Objectives</b> All stated objectives include <b>at least 4</b> of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p> <p>6 points</p>	<p>____/6 points</p>
<b>Comments:</b>					

<b>Category: Implementation</b> <i>30 points possible</i>	<b>Needs Developing</b>	<b>Fair</b>	<b>Average</b>	<b>Excellent</b>	<b>Points</b>
<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 costs (expenses for transportation, images, materials and fabrication).</i></p>	<p><b>Timetable</b> Starting and ending dates of the project ARE NOT listed.  0 points</p>	<p><i>(N/A; either the starting/ending dates are mentioned, or they are not)</i></p>	<p><i>(N/A; either the starting/ending dates are mentioned, or they are not)</i></p>	<p><b>Timetable</b> Starting and ending dates of the project ARE listed.  4 points</p>	<p>____/4 points</p>
	<p><b>Identification of Tactics</b> Tactic does NOT state specific ways resources were used to carry out strategy and work toward objectives. (examples to left) 0 points</p>			<p><i>(N/A)</i></p>	<p><i>(N/A)</i></p>
	<p><b>Use of Resources</b> No explanation is included to describe how tactic was used to carry out a strategy and work toward objectives. 0 points</p>	<p><i>(N/A; either an explanation of this is included in the entry, or it is not included)</i></p>	<p><i>(N/A; either an explanation of this is included in the entry, or it is not included)</i></p>		
	<p><b>Budget</b> No budget referenced.  0 points</p>			<p><b>Budget</b> Budget referenced but no breakdown provided.  2 points</p>	<p><b>Budget</b> Budget referenced and breakdown provided.  4 points</p>
	<p><b>Overcoming Challenges</b> The entry does not include a description of a challenge and how it was overcome.  0 points</p>	<p><i>(N/A)</i></p>	<p><b>Overcoming Challenges</b> One challenge (internal or external) is described as well as how it was overcome.  4 points</p>	<p><b>Overcoming Challenges</b> At least 2 challenges (internal or external) are described, as well as how they were overcome.  8 points</p>	<p>____/8 points</p>
			<p><b>Comments:</b></p>		

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



<b>Category: Evaluation</b> <i>11 points possible</i>	<b>Needs Developing</b>	<b>Fair</b>	<b>Average</b>	<b>Excellent</b>	<b>Points</b>	
<p><i>Evaluation: Measure effectiveness of the program against objectives.</i></p> <p><i>Evaluation...</i></p> <ol style="list-style-type: none"> <li><i>verifies that public relations efforts were effective (because they met objectives)</i></li> <li><i>demonstrates return on public relations investment</i></li> <li><i>provides information for refining future public relations strategies</i></li> </ol> <p><i>Examples of measurement methods include:</i></p> <ul style="list-style-type: none"> <li><i>Employee surveys</i></li> <li><i>Phone interviews</i></li> <li><i>Surveys (phone, online, mail, intercept)</i></li> <li><i>Content analysis</i></li> <li><i>Media analysis</i></li> <li><i>Tracking (calls, purchases, etc)</i></li> <li><i>Focus groups</i></li> </ul>	<p><b>Examples Provided</b> Evidence is not presented.</p> <p>0 points</p>	<p><b>Examples Provided</b> Evidence is presented of how 1 objective was exceeded, met, or not met.</p> <p>2 points</p>	<p><b>Examples Provided</b> Evidence is presented of how <b>at least 2</b> objectives were exceeded, met, or not met.</p> <p>4 points</p>	(N/A)	____/4 points	
	<p><b>Measurement Methods</b> Specific methods of measurement are not listed or described.</p> <p>0 points</p>	<p><b>Measurement Methods</b> There is very little evidence of measurement, but methods are not listed or described clearly (examples at left).</p> <p>1 points</p>	<p><b>Measurement Methods</b> There is clearly outlined evidence of measurement, but methods are not listed or described clearly (examples at left).</p> <p>2 points</p>	<p><b>Measurement Methods</b> Specific methods of measurement are listed or described (examples at left).</p> <p>3 points</p>		____/3 points
	<p><b>Lessons Learned</b> No ways to improve this tactic (if it were done again) are presented.</p> <p>0 points</p>	(N/A)	<p><b>Lessons Learned</b> At least 1 way to improve this tactic (if it were done again) is presented.</p> <p>2 point</p>	<p><b>Lessons Learned</b> At least 2 ways to improve this tactic (if it were done again) are presented.</p> <p>4 points</p>		____/4 points
		<b>Comments:</b>				

<b>Award Entry Scoring</b>	
<b>Category</b>	<b>Points Possible</b>
Research	____ /14 points possible
Planning	____ /30 points possible
Implementation	____ /30 points possible
Creativity	____ /15 points possible
Evaluation	____ /11 points possible
<b>Total Score</b>	<b>____ /100 points possible</b>

Material in this rubric is based on information from:

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