Judging Criteria

Research

(500 words) / 20 points awarded
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. Each project profile should include enough background information on the company and project to give judges a sense of the situation and purpose.

Scoring Rubric – Research
Research – Background
Does the entrant provide a background of the client/organization/situation to give an understanding of the project?

- *No background provided (0 points)*
- *Background provides a partial understanding of the organization or situation (1 point)*
- *Information included gives a full understanding of the organization AND situation (2 points)*

Research – Purpose
Does the entrant state the purpose of this project or provide a problem statement?

- *The purpose of the project is NOT stated (0 points)*
- *The purpose of the project is clearly stated (2 points)*

Research – Types
Does the entrant state the type of research used?
Listed research should be tagged as Primary/Secondary, Formal/Informal, Qualitative/Quantitative

- *Research types are not mentioned (0 points)*
- *Research types used are mentioned but NOT properly identified (2 points)*
- *Research types used are mentioned AND properly identified (4 points)*

Research – Methods
Does the entrant use multiple types of research methodologies to analyze the situation?

- *Less than two methods of research were used (0 points)*
- *Two or more methods of research were used (2 points)*

Research – Impact
Does the entrant describe how the research shaped the project objectives, strategies, and tactics?

- *No impact stated (0 points)*
- *Entry illustrates how the research impacted the setting of the project's objectives, strategies, and tactics (2 points)*

Research – Overall
What is your overall rating of how the entrant completed this section and the quality of their PR process? How competent is this entrant's product and performance?

- *Unimpressive, undocumented, incomplete (0-2 points)*

- *Competent but ordinary, typical for category, fully acceptable (3-4 points)*
- *Exhibits above-average craftsmanship -- detailed and insightful (5-6 points)*
- *Exceptional, innovative, highly creative, meets highest standards (7-8 points)*

Research – Judge's Comments

We consider your judge's comments the most critical part of this process. *The feedback you provide offering advice, suggestions, and improvements is more important than the final score, giving our entrants valuable information and knowledge they can apply in their job and future endeavors.* **What was notable about this section? Or, why were points deducted?**

Planning

(500 words) / 30 points awarded (Campaigns – short- and long-term); 20 points (Tactics)
Successful public relations programs require proactive, strategic planning. Planning includes measurable objectives grounded in research and evaluated for return.

Scoring Rubric – Planning

Planning – Goal

Goals are longer-term, broad, global, and future statements of "being." Goals may include how an organization is uniquely distinguished in the minds of its key publics. *Example: To become the recognized leader in our industry and foster continuing public support.*

- *No goal is stated (0 points)*
- *Goal is stated but ineffective or is an objective/strategy/tactic/etc. (1 point)*
- *Stated goal is appropriate and effective (3 points) (2 points)*

Planning – Objectives

Does the entrant provide defined objectives for the program or project?

Objectives lay out the measurable results that must be achieved with each public to reach the program goal.

- *Objectives for the project are NOT stated (0 points)*
- *Objectives for the project are clearly stated (3 points) (2 points)*

Planning – Smart Objectives (Campaigns – short- and long-term)

Do the objectives listed include SMART (specific, measurable, attainable, relevant, and time-specific) criteria?

Objectives should do the following:
1. Address the desired result in terms of knowledge change, opinion change, and/or behavioral outcome, not in terms of communication output.
2. Designate the public or publics that should show the knowledge, opinion, or behavior changes.
3. Specify the expected level of accomplishment (knowledge, opinion, or behavior change).
4. Identify the time frame for these accomplishments to occur.

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.

- *Each stated objective includes **1 or less** of the SMART criteria (0 points)*
- *Each stated objective includes **at least 2** of the SMART criteria (3 points)*
- *Each stated objective includes **at least 3** of the SMART criteria (6 points)*
- *Each stated objective includes **at least 4** of the SMART criteria (9 points*

Planning – Smart Objectives (Tactics)

- *Each stated objective includes 1 or less of the SMART criteria (0 points)*
- *Each stated objective includes 2-3 of the SMART criteria (2 points)*

- *Each stated objective includes 4 or more of the SMART criteria (4 points)*

Planning – Strategies (Campaigns – short- and long-term)
Does the entrant provide clear strategies for the program or project?
Strategies provide the overall concept, approach, or general plan for a program designed to achieve objectives. Strategies indicate *how* someone will accomplish an objective.
Example: Use communication vehicles that a public with limited education can understand to demonstrate that riding public transportation to work is an attractive alternative to driving.

- *No strategies are listed (0 points)*
- *At least one strategy is listed, but it does NOT contain how to achieve objectives (2 points)*
- *Two or more strategies are listed to advance the overall concept, approach, or general plan for a program designed to achieve objectives (4 points)*

Planning – Strategies (Tactics)

- *No strategies are listed (0 points)*
- *At least one strategy is listed, but it does NOT contain how to achieve objectives (1 point)*
- *Listed strategies advance the overall concept, approach, or general plan for a program designed to achieve objectives (2 points)*

Planning – Publics
Does the entrant identify the publics this program or project will target?

- *No public is stated (0 points)*
- *Public(s) stated but are incomplete (1 point)*
- *Target public(s) are clearly identified and appropriate (3 points) (2 points)*

Planning – Overall
What is your overall rating of how the entrant completed this section and the quality of their PR process? How competent is this entrant's product and performance?

- *Unimpressive, undocumented, incomplete (0-2 points)*
- *Competent but ordinary, typical for category, fully acceptable (3-4 points)*
- *Exhibits above-average craftsmanship -- detailed and insightful (5-6 points)*
- *Exceptional, innovative, highly creative, meets highest standards (7-8 points)*

Planning – Judge's Comments
We consider your judge's comments the most critical part of this process. *The feedback you provide offering advice, suggestions, and improvements is more important than the final score, giving our entrants valuable information and knowledge they can apply in their job and future endeavors.* **What was notable about this section? Or why were points deducted?**

Implementation

(500 words) / 20 points awarded (Campaigns – short- and long-term); 30 points (Tactics). This section documents how the plan was executed and communicated to the targeted audience or publics. A timeline, budget, and list of tactics should be included. The entrant should tell the story of actions taken, messages sent, and resources utilized.

Scoring Rubric – Implementation
Implementation – Tactics (Campaigns – short- and long-term)
Does the entrant state what tactics will be utilized to use resources and carry out strategies to advance and meet the objectives of this program?
Tactics are the activities, methods, and resources used at the operational level to implement a strategy and reach an objective.

Example: Conduct a "Why I'd rather be riding" essay contest.

- *No tactics are referenced (0 points)*
- *Tactics are referenced but are inadequate for the project (1 point)*
- *Tactics are described and properly utilized, but more could be done (2 points)*
- *Outstanding use of tactics to move toward the objective. No more could be done. (4 points)*

Implementation – Process (Tactics)

Does the entrant effectively describe the process that led to the output of this tactical material or project and how it would work toward meeting the stated strategies, objectives, and goals? Does the entrant detail what research or choices led to specific designs, avenues, or outputs?

- *Implementation of this project is unclear or undocumented (0 points)*
- *Some sense of direction and process is stated but is incomplete or inadequate (3 points)*
- *Most of the process is documented and choices illustrated, but more could be done (6 points)*
- *The entire process is described in detail and outstanding in its implementation (9 points)*

Implementation – Timeline

Does the entrant include a timeline or Gantt chart indicating the steps taken in this project?

- *No timeline included (0 points)*
- *Timeline is incomplete (1 point)*
- *Timeline with a clear starting point, intermediate steps, and end date included (2 points)*

Implementation – Budget

Does the entrant include a budget?

The budget may include staff time, volunteer energy, and out-of-pocket costs (expenses for transportation, images, materials, and fabrication). Every project costs something.

- *No budget referenced (0 points)*
- *Budget is incomplete (1 point)*
- *A budget including a breakdown of expenses and resources utilized to work toward objectives is provided (2 points)*

Implementation – Resources (Campaigns – short- and long-term)

Does the entrant specify how resources were utilized to create tactics to carry out the strategy and work toward objectives?

- *No explanation of resources used (0 points)*
- *Some mention of resources used to create tactics but are inconclusive, incomplete, or inadequate (2 points)*
- *Significant resources are utilized and clearly stated, explained, and appropriate for the activities (4 points)*

Implementation – Resources (Tactics)

- *No explanation of resources used (0 points)*
- *Some mention of resources used to create tactics but are inconclusive, incomplete or inadequate (3 points)*
- *Resources are utilized and clearly stated and explained, but more could be done (6 points)*
- *Outstanding use of resources, thorough and/or creatively implemented (9 points)*

Implementation – Overall

What is your overall rating of how the entrant completed this section and the quality of their PR process? How competent is this entrant's product and performance?

- *Unimpressive, undocumented, incomplete (0-2 points)*
- *Competent but ordinary, typical for category, fully acceptable (3-4 points)*

- *Exhibits above-average craftsmanship -- detailed and insightful (5-6 points)*
- *Exceptional, innovative, highly creative, meets highest standards (7-8 points)*

Implementation – Judge's Comments

We consider your judge's comments the most critical part of this process. *The feedback you provide offering advice, suggestions, and improvements is more important than the final score, giving our entrants valuable information and knowledge they can apply in their job and future endeavors.* **What was notable about this section? Or why were points deducted?**

Evaluation

(500 words) / 20 points awarded (Campaigns – short- and long-term); 10 points (Tactics)
Evaluation measures the effectiveness of the program or tactic against the stated objectives.

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.

Scoring Rubric – Evaluation

Evaluation – Methods

Does the entrant list or describe the specific method of measurement utilized to evaluate the outcomes?

Examples of measurement methods include phone interviews, surveys (phone, online, mail, intercept), content analysis, media analysis, tracking (calls, purchases, investments, etc.), focus groups, analytics, and anecdotes.

- *No methods are listed or described (0 points)*
- *Methods are listed, but not adequate for the objective(s) (2 points) (1 point)*
- *Specific methods of measurement are listed and appropriate for the objectives(s) (4 points) (2 points)*

Evaluation – Evidence

Does the entrant provide evidence evaluating outcomes and responses to this project?

- *No evidence is presented (0 points)*
- *Evidence is presented but does not support stated objectives (2 points) (1 point)*
- *Evidence is presented for most objectives but is incomplete (4 points) (2 points)*
- *Clear and compelling evidence is provided for all stated objectives (6 points) (3 points)*

Evaluation – Lessons

Does the entrant reflect on how this program or project can be improved in the future if it were to be repeated? Or does this entrant provide specific reasons why an objective or objectives were not met?

- *No lessons learned or stated (0 points)*
- *Entrant states reasons for shortcomings or improvements for future iterations (2 points) (1 point)*

Evaluation – Overall

What is your overall rating of how the entrant completed this section and the quality of their PR process? How competent is this entrant's product and performance?

- *Unimpressive, undocumented, incomplete (0-2 points) (0-1 points)*
- *Competent but ordinary, typical for category, fully acceptable (3-4 points) (2 points)*
- *Exhibits above-average craftsmanship -- detailed and insightful (5-6 points) (3 points)*
- *Exceptional, innovative, highly creative, meets highest standards (7-8 points) (4 points)*

Evaluation – Judge's Comments
We consider your judge's comments the most critical part of this process. *The feedback you provide offering advice, suggestions, and improvements is more important than the final score, giving our entrants valuable information and knowledge they can apply in their job and future endeavors.* **What was notable about this section? Or why were points deducted?**

Creativity

10 points awarded (Campaigns – short- and long-term); 20 points (Tactics)
Measures this project's overall uniqueness. How creative was this entrant's approach to the project? Did the entry surpass expectations or approach an issue from a new perspective? How engaging was its presentation and use?

Scoring Rubric – Creativity
Creativity – Design
How well did the entrant demonstrate artistic and technical ability in their design, writing, or production of this project?

- *The composition, design, or output is lacking (0 points)*
- *The output or design is typical (0 points) (2 points)*
- *The quality of the output and design is outstanding (2 points) (4 points)*

Creativity – Writing
Does the entrant demonstrate adherence to proper grammar, punctuation, and AP style throughout the composition, producing text that is understandable and consistent with writing standards? (This includes this project profile as well)

- *Significant errors are evident throughout the project or profile (0 points)*
- *Writing is MOSTLY correct throughout (2 points)*
- *Writing output is outstanding (4 points)*

Creativity – Content
How well does the entrant address the specified target audience or publics?

- *Text or art does not target specified audience (0 points)*
- *The text or art engages the specified audience (2 points)*
- *The content addressed the audience in a new or unique way (4 points)*

Creativity – Overall
What is your overall rating of how the entrant completed this section and the quality of their PR process? How competent is this entrant's product and performance?

- *Unimpressive, undocumented, incomplete (0-1 points) (0-2 points)*
- *Competent but ordinary, typical for category, fully acceptable (2 points) (3-4 points)*
- *Exhibits above-average craftsmanship -- detailed and insightful (3 points) (5-6 points)*
- *Exceptional, innovative, highly creative, meets highest standards (4 points) (7-8 points)*

Creativity – Judge's Comments
We consider your judge's comments the most critical part of this process. *The feedback you provide offering advice, suggestions, and improvements is more important than the final score, giving our entrants valuable information and knowledge they can apply in their job and future endeavors.* **What was notable about this section? Or why were points deducted?**

Overall Entry – Judge's Comments

We consider your judge's comments the most critical part of this process. *The feedback you provide offering advice, suggestions, and improvements is more important than the final*

score, giving our entrants valuable information and knowledge they can apply in their job and future endeavors. **What can this entrant improve to move this entry to the next award level? OR, what makes this a notable entry?**

Best of Show

Additional Recognition

Should this entry be considered for Best of Show? (Yes/No)