# FPRA's Golden Image Awards Entry Fields and Rubric

**Point Values for Most\* Questions:**

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|---|---|
| Poor = | 0/1 Points |
| Fair = | 2 Points |
| Good = | 3 Points |
| Very Good = | 4 Points |
| Outstanding= | 5 Points |

*Budget Justification is a 7-point question. Clarity is a 3-point question.
Support Material is a 30-point section with 3 points for each component.

## Research/Situation Analysis Section (10 Points)
**DEFINING THE PROBLEM (5 Points)**

**What was the purpose of the project/program? Provide background information on the situation.**

**Word Limit: 250**

*Select only one response that best applies.*

- ☐ The purpose of the project/program was *not* stated. (0 points)
- ☐ The purpose of the project/program was stated, but it was not well defined and background information was insufficient to fully understand the scope of the situation. (2 points)
- ☐ The purpose was stated, and it was either defined with a value judgement that something was wrong or could be better, or sufficient background information was included to understand the situation, but not both. (3 points)
- ☐ The purpose was stated and well defined with a value judgement that something was wrong or could be made better, and sufficient background information to understand the situation was provided. This includes all that is known about the situation, its history and forces operating on the matter. (4 points)
- ☐ The purpose was stated and well defined with a value judgement that something was wrong or could be made better, and sufficient background information to understand the situation was provided. This includes all that is known about the situation, its history and forces operating on the matter. In addition, those involved or affected internally and externally were provided. (5 points)

**EMPLOYED RESEARCH METHODS (5 Points)**

**What research methods were used to collect data/information and how were the results used in the planning process? Identify research as primary or secondary.**

**Word Limit: 200**

*Select only one response that best applies.*

- ☐ No research methods were noted as used. (0 points)
- ☐ Research was conducted, but methods were either *not* provided or were *incorrectly* identified as primary or secondary. (2 points)
- ☐ Primary and/or secondary research was employed *and correctly* identified for data/information collection. (4 points)
- ☐ Primary and/or secondary research was employed and correctly identified for data/information collection, and the results gleaned from the research presented useful information for the planning process. (5 points)

## Planning Section (20 Points)

**GOAL DIRECTED THINKING (5 Points)**

**What was the goal of the project/program? The goal should address the identified issue/problem and align with the organization's mission and goals.**

**Word Limit: 150**

*Select only one response that best applies.*

- ☐ No goal(s) was provided. (0 points)
- ☐ Goal(s) was provided but did *not* provide a clearly defined outcome. (2 points)
- ☐ Goal(s) was stated *and* provided a clearly defined outcome. (3 points)
- ☐ Stated goal(s) provided a clearly defined outcome and was appropriate for addressing the identified problem/issue. (4 points)
- ☐ Stated goal(s) provided a clearly defined outcome, was appropriate for addressing the identified problem/issue and aligns with the organization's mission and goals. (5 points)

**S.M.A.R.T. OBJECTIVES PROVIDED (5 Points)**

**What were the objectives of the project/program? Objectives are statements of the specific achievements that help you reach your goal. Appropriate objectives contain the target public(s), outcome (change in knowledge, opinion or behavior), measurement and target date. Objectives should be S.M.A.R.T.: Specific, Measurable, Achievable (or Attainable), Relevant and Time Specific. Statements of planned outputs, such as producing a brochure or making social media posts, are not considered objectives.**

**Word Limit: 100**

*Select only one response that best applies.*

- ☐ All objectives fail to describe changes in knowledge, opinion or behavior among the target audience. (0 points)
- ☐ Some objectives fail to describe changes in knowledge, opinion or behavior among the target audience. (1 points)
- ☐ All objectives describe changes in knowledge, opinion or behavior among the target audience and contain at least two S.M.A.R.T. elements outlined above. (2 points)
- ☐ All objectives describe changes in knowledge, opinion or behavior among the target audience and contain at least three S.M.A.R.T. elements outlined above. (3 points)
- ☐ All objectives describe changes in knowledge, opinion or behavior among the target audience and contain at least four S.M.A.R.T elements outlined above. (4 points)
- ☐ All objectives describe changes in knowledge, opinion or behavior among the target audience and contain all the S.M.A.R.T. elements outlined above. (5 points)

**STRATEGIES & TACTICS DISTINGUISHED (5 Points)**

Strategy – The approach or general plan for the program designed to achieve an objective.
Tactic – The actual events, media, methods used to implement the strategy.

**What strategies and tactics were used to accomplish the objectives? Distinguish between the two.**

**Word Limit: 350**

*Select only one response that best applies.*

- ☐ Neither strategies nor tactics were distinguished for accomplishing the stated objectives. (0 points)
- ☐ *Either* strategies or tactics were distinguished for accomplishing the stated objectives, but not both. (2 points)
- ☐ *Both* strategies and tactics were distinguished for accomplishing the stated objectives. (3 points)
- ☐ *Both* strategies and tactics were correctly distinguished for accomplishing the stated objectives, and a clear understanding of the difference between strategies and tactics was demonstrated. (4 points)
- ☐ *Both* strategies and tactics were correctly distinguished for accomplishing the stated objectives, a clear understanding of the difference between strategies and tactics was demonstrated and the identified strategies worked to support the achievement of the stated objectives. (5 points)

**AUDIENCE IDENTIFICATION (5 Points)**

**What audience or audiences did you target? What were the psychographics and demographics of your audiences? What communication channels/vehicles were used and why did you choose them?**

**Word Limit: 100**

*Select only one response that best applies.*

- ☐ Audience identification was *not* addressed. (0 points)
- ☐ Audience(s) was identified, but NO psychographic or demographic information was provided. (1 point)
- ☐ Audience(s) was identified, and either psychographic *or* demographic information was provided, but not both. (2 points)
- ☐ Audience(s) was identified, and *both* psychographic and demographic information were given. (3 points)
- ☐ Audience(s) was identified, *both* psychographic and demographic information were given and appropriate communication channels/vehicles for reaching the target audience(s) were identified. (5 point)

## Implementation Section (15 Points)

**SEQUENCE OF EVENTS/TIMELINE (5 Points)**

**Explain the sequence of events/timeline and assigned responsibilities to implement the project/program.**

**Word Limit: 200**

*Select only one response that best applies.*

- ☐ Sequencing of events, a timeline of activities, employed during the implementation phase was *not* identified. (0 points)
- ☐ The plan addressed the sequence of events, a timeline of the activities, employed during the implementation phase. (3 points)
- ☐ The plan addressed the sequence of events, a timeline of the activities, employed during the implementation phase *and* outlined assigned responsibilities for plan execution. (5 points)

**EFFECTIVENESS OF PLAN MESSAGING (5 Points)**

**What were your communication messages for each audience identified above and how were they disseminated? Provide evidence that the messages motivated the audiences to act/respond?**

**Word Limit: 150**

*Select only one response that best applies.*

- ☐ No communication message(s) was provided for the situation, time, place and audience(s). (0 points)
- ☐ Communication message(s) for *some* of the identified target audiences, not all, were provided. (2 points)
- ☐ Communication messages for *all* identified target audiences were provided. (3 points)

- ☐ Communication messages for *all* identified target audiences were provided, and the entry demonstrated that the messages were disseminated via channels used by the target audiences. (4 points)
- ☐ Communication messages for *all* identified target audiences were provided, the entry demonstrated that the messages were disseminated via channels used by the target audiences *and* that the messages motivated the target audiences to act/respond. (5 points)

## PROGRAM/PLAN CREATIVITY (5 Points) ****No entry field for this question.

**Demonstration of creativity in public relations may include, but it is not limited to, the following:**

- Program/project messaging is original and adaptive, new and functional
- Demonstration of originality and effectiveness
- Innovative ways of sending messages whose content is unconventional yet adaptable
- Sensitivity to problems (recognizing that several problems exist where it may appear to some that only one problem exists)
- Succeeded in earning trust, adding value, changing the attitude and/or beliefs of the company's/organization's publics
- Use of visual storytelling vehicles
- Use of unexpected and unconventional strategies, tactics and/or tools
- Making everyday life more meaningful, simple, joyful and/or easier
- Conceptual blending – a campaign that aims to create a new space where the target group is very much aware of the fact that the campaign is for the good of the company/organization, but still aims to create a difference for the target group as well.

**Note:** Creativity is still a vague concept for the public relations field. However, findings show that creative campaigns send messages that are original and adaptive, new and functional and potentially useful. The list above attempts to identify some, but not all, of the characteristics that help to define creativity in the public relations profession.

*"Very impressed" is defined by answering the question: "Did the entry's level of creativity have the 'big idea' factor?"*

*Did the project, program or plan demonstrate creativity? Select only one response that best applies.*
*(There is no specific entry field for this. Please evaluate the entry's overall strategy, messaging and execution.)*

- ☐ No, the program/project/plan did not demonstrate creativity. (0 points)
- ☐ Yes, there was a demonstration of some level of creativity. (2 points)
- ☐ Yes, I was impressed with the demonstrated level of creativity. (3 points)
- ☐ Yes, I was very impressed* with the demonstrated level of creativity. (5 points)

**Note:** Selecting "very impressed" on this question determines whether the entry receives a Judges' Creativity Award, which specifically recognizes some element of creativity in the entry. At least two out of three judges must select "very impressed" for the award to be given.

## Evaluation Section (10 Points)

**Were the stated goals and objectives met? Explain your results.**

**Word Limit: 200**

**OBJECTIVES MET (5 Points)**

*Select only one response that best applies.*

- ☐ The entry did *not* meet any of the stated objectives, or no objectives were provided to evaluate against. (0 points)
- ☐ The entry met *some* of the stated objectives. (3 points)

☐ The entry met or exceeded *all* the stated objectives. (4 points)
☐ The entry met or exceeded *all* the stated objectives, *and* the objectives work to effectively support the stated goal(s). (5 points)

**GOALS MET (5 Points)**

*Select only one response that best applies.*

☐ The entry did *not* meet any of the stated goals, or goals were not provided. (0 points)
☐ The entry demonstrated that inroads were made to meeting the stated goals. (3 points)
☐ The entry met or exceeded *all* the stated goals. (5 points)

## Budget Section (12 Points)

**BUDGET DOCUMENTATION (5 Points)**

**Provide an overview of the budget for this project/program, including itemized utilization, staff time, and whether you came in at, over or under your budget. Note: Dollar figures or percentages/ratios may be used.**

**Word Limit: 100**

*Select only one response that best applies.*

☐ No budget information was included. (0 points)
☐ Budget numbers (dollar figures or percentages/ratios) were included but no additional information or explanation of how the budget was utilized was provided. (2 points)
☐ Budget numbers (dollar figures or percentages/ratios) included itemized utilization *or* staff time, but not both. (3 point)
☐ Budget numbers (dollar figures or percentages/ratios) included *both* itemized utilization *and* staff time. (4 points)
☐ Budget numbers (dollar figures or percentages/ratios) included *both* itemized utilization *and* staff time, and the program/project came in at or under budget. (5 points)

**BUDGET JUSTIFICATION (ROI) (7 Points)**

**Demonstrated Return on Investment (ROI)**
ROI is demonstrated when there is a favorable comparison of the program's/project's overall cost to the return received because of the implemented program or executed project.

**ROI demonstration methods may include, but are not limited to, the following:**

- Increased sales or usage of service achieved
- Comparing baseline analytics (web and social media) with analytics following program/project completion
- Increase in social media engagement and following increase
- Sentiment analysis of media mentions, before, during and after program program/project completion
- Survey result comparisons (benchmark data vs. follow-up survey data)
- Donated services quantified (if applicable)
- Costs comparisons to industry standards were made (if able and appropriate)
- Higher ranking for keywords achieved through comparison of benchmark data
- Increased website traffic using baseline data for comparison
- Increase in subscriptions (newsletters, email signups, etc.)
- Industry or local award given to business or professional associated with project

**What was the return on investment (ROI) for your project/program?**

**Word Limit: 100**

*Did the project demonstrate an impressive ROI? Select one.*

- ☐ No ROI was demonstrated. (0 points)
- ☐ I believe the return on investment was reasonable* and justified the cost (time, money and other resources) employed to achieving the end outcome(s). (3 points)
- ☐ I was impressed** with the demonstrated ROI (4 points).
- ☐ I was very impressed** with the demonstrated ROI (7 points).*

*"Reasonable" is defined as what should be considered an expected gain for resources exchanged to achieve a desired goal/outcome.

**"Impressive" is defined by answering the following question: "Did the entry's ROI have the 'wow factor'?" Only entries that exceed their stated objectives by what the judge considers to be a wide margin should be considered. Judges have the latitude to determine what they believe to be "impressive" ROI.

**Note:** Selecting "very impressed" on this question determines whether the entry receives a Judges' Award, which specifically recognizes ROI. At least two out of three judges must select "very impressed" for the award to be given. This award is specifically designed to reward entries that demonstrate impressive return on investment. It does not require the entry to have a small budget or to generate large financial results, but to generate an impressive return on the time and resources spent.

## Entry Clarity (3 Points) ****No entry field for this question.

Was the entry professionally written, i.e. clear, concise and overall possessed good grammar usage?

*Select one.*

- ☐ No (0 points)
- ☐ Somewhat (2 points)
- ☐ Yes (3 points)

## Support Materials Section (30 Points)

This section is scored based on the uploaded Support Materials .pdf.

*Check the boxes that best apply*

- ☐ No support material was provided. (0 points)
- ☐ The support material section included a Table of Contents (3 points)
- ☐ The support material was presented in an easy-to-follow format. (3 points)
- ☐ Research documentation (i.e. findings) were included with support material. (3 points)
- ☐ Support material reflected the implementation of the program's/project's strategies. (3 points)
- ☐ Support material reflected the implementation of the program's/project's tactics. (3 points)
- ☐ Representations of the program's/project's printed and/or digital content (tools) was included with the support material. (3 points)
- ☐ The support material included a detailed budget. (3 points)
- ☐ The support material was professional looking. (3 points)
- ☐ The support material's graphics supported the program's/project's key messaging. OR, if graphics are not applicable, the support material's tools supported the program's/project's key messaging. (3 points)

☐ The support material was creative and/or innovative. (3 points)

8