



South Carolina

PRSA

South Carolina Chapter
of Public Relations Society of America

Mercury Awards: Call for Entries

for work completed between Jan. 1, 2025
and Dec. 31, 2025

Public Relations Society of America, South Carolina Chapter

MERCURY AWARDS COMPETITION CALL FOR ENTRIES

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Entry Deadlines

The deadline for Mercury and Silver Wing Award entries is **Friday, February 20**. Entries must be submitted through the OpenWater platform: <https://prsa-chapters.secure-platform.com/a/organizations/SC/home>. The deadline for nominations for individual awards is **Friday, February 27**. The call for nominations for individual awards can be found at SCPRSA.org/Mercury_Awards. Nominations must be submitted via email to Matt Long, SCPRSA Judging Chair at scprsamercuryawards@gmail.com

Competition Period: Your program must have taken place, or your tactic used, *between January 1, 2025 and December 31, 2025*. Planning for your program may have begun prior to January 1, 2025, but the entry must represent a program that is complete.

Who's Eligible? The SCPRSA Mercury and Silver Wing Awards Competitions are open to anyone in the communications or public relations field in South Carolina, including public relations students at any college or university in South Carolina.

- **MERCURY AWARDS** recognize public relations programs and campaigns.
- **SILVER WING AWARDS** recognize outstanding tactics used in public relations.
- **INDIVIDUAL AWARDS** recognize personal and professional accomplishments of public relations practitioners, business executives, educators and students in South Carolina. (See the separate Call for Nominations for categories and criteria.)

Costs to Enter: *Fees by category below are the same for Mercury and Silver Wing Award entries.*

- **SCPRSA members*:** \$50 per entry
- **Non-members:** \$75 per entry
- **Student rate:** Free
- **Individual awards:** There is no cost to nominate, regardless of membership.

Entry Platform:

SCPRSA uses OpenWater, an online entry platform. Through OpenWater, you can add information for your entries, save it as you go and revisit it later. Online payment of entry fees may be made through OpenWater.

Payment:

Payment, in full, must be received with your entries no later than **Friday, Feb. 20**. *The most convenient way to pay your entry fees is through OpenWater.*

Other payment options:

- Purchase orders or checks, payable to SCPRSA, must be postmarked by **Friday, Feb. 20**. Mail your check or purchase order to SCPRSA, 1023 Cherokee Blvd, Elgin, SC 29045. Entries submitted without payment or proof of payment will be disqualified.
- Pay with MasterCard or Visa at SCPRSA.org. SCPRSA's federal ID number is 23-719397.

**To qualify for the member rate, the person entering the award must be a member of both the Public Relations Society of America (PRSA) and the South Carolina Chapter of PRSA. Members will be asked to enter their PRSA member ID on the entry submission form. Obtain the membership application by visiting www.PRSA.org/joinus. Be sure to select South Carolina Chapter membership in addition to your national PRSA membership. Email info@scprsa.org with any questions about your membership status.*

HOW TO ENTER

While your program or campaign can be entered in only one Mercury Award category, you may enter components of that program (such as feature stories, newsletters, websites, etc.) in the Silver Wing competition as well. Please complete a separate entry and submit a separate fee for each entry.

Please do not wait until the last minute to submit your entries. Leave yourself enough time to learn how to use the platform and to ensure that your entries are submitted on time.

PRSA members will be prompted to enter their member ID in the submission form. If you do not know your PRSA member ID, you can find it by visiting www.PRSA.org and logging into MyPRSA or by emailing membership@prsa.org.

Completing the Submission Form:

1. **Category:** From the drop-down menu, select either Campaigns or Tactics. Campaigns will be for Mercury Award entries. Tactics will be for Silver Wing Award entries. Then, select the appropriate Campaigns or Tactics category.
2. **Entry Type:** Describe your organizational setting, i.e. agency, corporate, nonprofit, state government, higher education, etc. This is for information purposes only.
3. **Entry Title:** This is the name of your entry as it will be printed on your trophy, in the event your entry is selected to win an award. *Important note: Keep your title to 50 characters or fewer, and don't use the name of the award category in your title.*
4. **Are you a student or a professional?** Select the appropriate response.
5. **Summary:** Upload a summary addressing each of the judging criteria. Mercury Award (campaigns) submissions may be no longer than two pages. Silver Wing (tactics) submissions may be no longer than one page. The summary should be typed using no smaller than 10-point typeface and 1-inch margins. Remember that our judges are not familiar with your organization or program, so you'll need to be as specific as possible.
6. **Website Link/Upload:** If your entry summary refers to a website, enter the URL here.
7. **50-Word Description:** A 50-word description of your program or tactic that can be used in the banquet presentation if your entry receives an award. Be descriptive but brief.
8. **Logo/Visual Representations:** An image depicting your program or tactic that can be used in the banquet presentation if your entry receives an award.
9. **Supporting Materials:** You may upload up to 10 supporting materials referred to in the entry summary. Files may include media clippings, photos, videos, budgets, news releases, etc. Clearly label the files so the judges can identify what materials will be found in each upload. After 5 uploads, the system will ask if you have more files to upload. Answer yes, and it will give you 5 more uploads.

The envelope, please! And the winner is...

Mercury, Silver Wing and Individual Award winners will be notified by email by March 25, 2026.

SCPRSA will hold an in-person event to celebrate award winners on April 15, 2026. In early 2026, details will be shared with members, posted to SCPRSA.org and shared on SCPRSA social media channels.

STUDENT COMPETITION

Undergraduate or graduate students at any college or university in South Carolina may enter the Student Mercury Awards and Student Silver Wing competition, regardless of whether the school has a PRSSA Chapter.

Eligibility Requirements for Student Entries:

All work entered into the student competition must have been created and implemented between January 1 and December 31, 2025.

Applicants must be enrolled full or part-time as undergraduate or graduate students in an accredited educational institution in the state of South Carolina. Recent graduates are eligible to enter as long as the entry was created while the entrant was a student during the 2025 calendar year and the entry meets all other requirements.

Students may enter any of the Mercury or Silver Wing categories. A professor or advisor may provide guidance/ assistance to a student in the preparation of an entry. A professor or advisor may submit the entry on behalf of the student, but the entry should be noted with both the student name and the professor/advisor name in the OpenWater entry platform.

Student entries will only be judged against other student entries, and professional entries will be judged against professional entries. All judging guidelines for professional entries will be applied to student entries.

If work was created by a student for the purpose of a class, volunteer activity, internship, practicum or student-run firm (paid or pro bono), it must be entered into the student competition. Student intern work is eligible for the student competition, provided the employer gives permission for the student to be entered and the work is not being entered by the employer into the professional competition.

The work must be created while the entrant is a student, not while they are primarily employed in the public relations industry. Graduate students who are employed part-time or full-time may only submit work to the student competition if it meets the guidelines in the paragraph above. Graduate students who currently work in the public relations industry must submit work completed in the course of their employment into the professional competition.

JUDGING CRITERIA

Mercury and Silver Wing Awards

Your entry must address each of the areas outlined below. Entries not clearly outlining each of the judging areas will be disqualified. Entries that exceed the two-page summary limit for Mercury Awards or the one-page limit for Silver Wing Awards will be disqualified.

PLEASE NOTE:

With the OpenWater awards platform, we are using judging criteria developed through PRSA. The judging forms are at the end of this document (starting on page 10) so you can review them and know the criteria on which your entry will be judged. Use these forms as a guide as you complete your entry summary.

Mercury Awards Entries: See detailed scoring criteria on page 10.

- 1) Research (20 points possible)
- 2) Planning (30 points possible)
- 3) Implementation (30 points possible)
 -) Evaluation (20 points possible)

Silver Wing Awards Entries: See detailed scoring criteria on page 14.

- 1) Research (1 points possible)
- 2) Planning (30 points possible)
- 3) Implementation (30 points possible)
 -) Creativity (1 points possible)
 -) Evaluation (11 points possible)

MERCURY AWARDS

SCPRSA Mercury Awards are given annually to organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. Mercury Awards recognize complete public relations programs or campaigns incorporating measurable and sound research, planning, execution and evaluation. These four areas represent the solid criteria by which senior practitioners judge each entry to ensure it meets the highest standards of performance in the profession. The Mercury Awards are regarded as the pre-eminent achievement of public relations in South Carolina.

CO1. Community Relations

Programs that aim to improve relations with, or seek to win the support or cooperation of, people or organizations in communities in which the sponsoring organization has an interest, need or opportunity. "Community" in this category refers to a specific geographic location or locations. (Campaigns designed to promote products should be entered in Marketing Consumer Products or Services.)

CO2. Crisis Communications

Programs undertaken to deal with an unplanned event that required an immediate response.

CO3A. Events and Observances (Less Than Seven Days)

Programs or events scheduled for one to seven consecutive days (not including planning and preparation). Events may be commemorations, observances, openings, celebrations or other special activities and must occur within a time span of one week.

CO3B. Events and Observances (Seven or More Days)

Programs or events that take place for longer than a one week period, such as a year-long anniversary, or activities (commemorations, observances, celebrations, etc.).

CO4. External Communications

Programs targeted specifically to special publics external to an organization.

CO5. Global Communications

Includes any type of program, such as Reputation and Brand Management, Marketing or Events and Observances, that demonstrates effective global communications implemented in more than one country.

CO6. Integrated Communications

Includes any program that demonstrates leadership of public relations strategies and tactics in a creative and effective integrated campaign, along with other marketing or communications. The program must demonstrate the clear leadership of public relations, along with its integration with other disciplines.

CO7. Internal Communications

Programs targeted specifically to special publics directly allied with an organization, such as employees, members, affiliated dealers or franchisees.

CO8. Investor Relations

Programs directed to shareowners, other investors and the investment community.

CO9. Issues Management

Programs undertaken to deal with issues that could extraordinarily affect ongoing business strategy.

C10A. Marketing Business to Business

Programs designed to introduce new or promote existing products or services to a business audience.

C10B. Marketing Consumer Products

Programs designed to introduce new or promote existing products to a consumer audience. (i.e. Healthcare, Technology, Food & Beverage, Packaged or Non-Packaged Goods)

C10C. Marketing Consumer Services

Programs designed to introduce new or promote existing services to a consumer audience. (i.e. Travel & Tourism, Hospitality, Healthcare Services, Technology, Financial Services)

MERCURY AWARDS

continued

C11. Multicultural and Diversity

For any type of program, such as institutional, marketing and community relations, specifically targeted to a cultural group.

C12. Public Affairs

Programs specifically designed to influence public policy and/or affect legislation, regulations, political activities or candidacies — at the local, state or federal government levels — so that the entity funding the program benefits.

C13. Public Service

Programs that advance public understanding of a societal issue, problem or concern. (Similar programs conducted principally to enhance an organization's standing or to otherwise serve its interests directly will fall in Category 2: Brand/Reputation Management).

C14. Brand/Reputation Management

Programs designed to build or enhance the overall reputation, integrity and/or perceived value of an organization from a holistic point of view. Programs encompass the full organization or entity versus a specific product or service of the organization.

C15. Social Media

Please note that Open Water pre-populates this category in the platform. SCPRSA has opted not to accept entries in this category this year. **For social media entries, please see the Silver Wing competition category T18 and its sub-categories.**

SILVER WING AWARDS

Silver Wing Awards recognize outstanding public relations tactics — the individual items or components that contribute to the success of an overall program or campaign. These tactics are the hard-working parts of any public relations program.

Note some changes in categories and category numbers this year to line up with the Open Water awards platform.

T01. Annual Reports

Print or digital publications that report on an organization's annual performance. Submit a PDF of the publication along with the one page summary.

T02. Blogs

Web-based journals, or blogs, that communicated to a target audience. The one-page summary should include rationale for blogging strategy, target audiences and statistics, or other means of quantifiable measurement to support stated objectives. Screen downloads of the blog being entered, as well as the actual site URL, must be submitted as part of the entry.

T03. Collateral (Brochures, Direct mail, Posters)

This category includes a variety of traditional tools used to communicate a campaign's message. Enter brochures, direct mail pieces, posters, or other collateral materials that do not fit into other categories.

T04. Executive Communications

Positioning of an executive at any level across earned, owned and shared platforms. The one-page summary should include information about the executive and stated objectives, quantification of results as well as copies of significant placements, social media posts or memos.

T05. Influencer Marketing/Promotion

Influencer marketing focuses on an individual the audience sees as a trusted source of information and which can be differentiated far better than through advertising or content marketing. How did you ensure maximization of your ROI with these highly targeted consumers?

T06. Logo

Please note that Open Water pre-populates this category in the platform. **SCPRSA has opted not to accept entries in this category this year.**

T07. Magazine, Digital

Digital publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Upload samples of three consecutive issues along with the one-page summary.

T08. Magazine, Print

Print publications designed to provide in-depth information about an organization or topic on a regular basis. Magazines typically differentiate from newsletters by the number of pages and length of articles. Upload samples of three consecutive issues along with the one-page summary.

T09. Media Relations (specify sub-category)

T09A. Associations/Government/Nonprofit Organizations

T09B. Business-to-Business

T09C. Consumer Products

T09D. Consumer Services

Tactics, programs and events driven entirely by media relations. Submit press releases, media advisories, pitch letters, requests for coverage, etc. along with the one-page summary that includes measurable objectives and results, such as evidence of resulting media coverage.

T10. Mobile App

Use of mobile applications as part of a public relations program. Include copy and any images of key pages to support your one-page summary. Additionally, include brief instructions on how to download the application.

SILVER WING AWARDS

T11. Newsletters, Digital

T12. Newsletters, Print

Publications designed, written and published periodically to provide brief and timely information to target audiences while supporting an organization's overall objectives. Submit three consecutive issues along with the one-page summary.

T13. Online Newsroom

Also known as a pressroom, media room, press center or media center is a website, web page or site section that contains distributable information about a corporation or organization.

T14. Podcasts

How did you tell your story? Was the purpose to teach or share? Was it intended for internal or external audiences and was there engagement on multiple platforms? Provide listener feedback.

T15. Research and Evaluation

Research that provides a meaningful contribution or input to a public relations program, or an evaluation documenting the value or benefit of a public relations program or tactic. Sample of the methodology and findings of any research should be included in the entry, along with the one-page summary. One-page summaries for evaluations should detail how and why this method is unique and valuable.

T16. Single Issue Publications, Digital

T17. Single Issue Publications, Print

Single-issue publications (i.e. newsletters, booklets or calendars) designed for a special purpose. Books and other publications not eligible for consideration in other categories should be entered here. Upload a sample of one copy of the publication along with the one-page summary.

T18. Social Media (Select appropriate sub-category.)

T18A. Facebook Engagement

How did you use Facebook to share your message and engage your audience? How did it enhance our overall marketing plan? Did it lead to increased activity and viral reach?

T18B. Instagram Engagement

How did you use this visual platform to connect and engage with your audience? Was it used to sell products or share insights? Provide details of the results you have seen.

T18C. LinkedIn Engagement

Show how you used this social media gateway to optimize the company's business stature through announcements, engaging articles or other creative ways.

T18D. YouTube Engagement

Did you make a popular YouTube video that persuaded your audience not only to watch but also comment and share the video? Share the videos that you created that combine storytelling and great production. In addition to the video, provide measurable objectives, such as the number of comments, shared and social reach of your video.

T18E. Pinterest Engagement

How did you engage followers and increase brand awareness and sales through use of beautiful graphics? Show links to boards along with metrics.

T18F. Twitter Engagement

How did you interact with your audience in real time? Show your most interactive Twitter accounts with measurements like retweets, likes, impressions and clicks. What impression did they leave on your audience?

T19. Videos

Pre-produced videos distributed online to inform target audiences of an event, product, service, issue or organization. Entries may consist of an edited video and one of any sound bites. The one-page summary should include usage statistics or other means of quantified measurement to support stated objectives.

T20. Websites, External

T21. Websites, Internal

Use of a website as part of a communications or content marketing program. Include screen grabs or copies of key pages to support your one-page summary. Include the website URL for external sites.

LOCAL CHOICE CATEGORIES

All of these categories are sub-categories under Category T23.

T23A. Best Sponsorship Activation

Sponsorships represent the alignment of shared values and goals, and can be profitable marketing opportunities for building harmonious partnerships. Activation requires a deep understanding of brand synergy to support how affiliations are formed and promoted to vetted demographics. Show how the activation leveraged investment.

T23B. Best SEM

Were you able to improve your brand's Search Engine Marketing with paid results on major search platforms? If your team or agency had a successful paid search campaign across one or more search-based advertising platforms which demonstrated improvement and a positive return on investment, share your metrics and results.

T23C. New Digital Platform

Did you launch a new website, newsroom, app or other digital platform? How was it launched and how much risk was involved in your marketing plan? What platforms were used? What value did the end user receive and how did it match goals?

T23D. Data and Analytics

How did it uncover hidden patterns, correlations or other insights to help make quicker and more efficient business decisions to gain a competitive edge?

T23E. Word of Mouth (viral, buzz, talk triggers)

Tactics that get key audiences talking or provide an avenue for conversation using different techniques, such as viral marketing, sampling programs, loyalty programs, etc.

T23F. Creative Tactics

Innovative, unconventional, creative tactics or approaches used as part of a public relations program. Documentation of how the tactic specifically contributed to the measurable results of the campaign should be included in the one-page summary. (Photographic and/or video representation of any physical objects should be uploaded.)

T23G. Best Use of Branded Content

Use of content generation to promote a particular brand which funds the content's production. May include consumer, business to business, professional services, financial services, healthcare, associations/government/nonprofit organizations, hospitality industry, arts, sports, entertainment or other.

T23H. Webcasts

Media files distributed over the internet using streaming media technology. May be live or recorded. Submit the one-page summary and upload or provide YouTube/Vimeo links of the webcast, as well as the actual site URL.

T23J. Innovation in Customer Service

Customers are wielding more power and demanding more from customer service. How did you demonstrate transformative innovation by introducing something new which revolved around the customer's needs and had a big impact on the company's service performance? Provide metrics.

Score Sheet: Campaigns (Mercury Awards Entries)

Category: Research <i>20 points possible</i>	Excellent	Average	Needs Developing	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"> • <i>primary or secondary</i> • <i>formal or informal</i> • <i>qualitative or quantitative</i> <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"> • <i>Focus Groups</i> • <i>Surveys (phone, mail, online, email)</i> • <i>Interviews (phone, intercept, in-depth)</i> • <i>Tracking (calls, purchases, hits, actions, placements, etc)</i> • <i>Media analysis</i> • <i>Content analysis</i> • <i>Observations, visits, field reports</i> • <i>Complaint reviews</i> 	<p>Purpose Purpose of the project is stated.</p> <p>4 point</p>	<p><i>(N/A; purpose of the project is either stated, or not included)</i></p>	<p>Purpose Purpose of the project is not stated.</p> <p>0 points</p>	/4 points
	<p>Use of Research Research methods used for the project are mentioned, and are identified as primary or secondary research.</p> <p>4 points</p>	<p>Use of Research Research methods used for the project are mentioned, but are not identified as primary or secondary research.</p> <p>2 point</p>	<p>Use of Research Research methods are not mentioned.</p> <p>0 points</p>	/4 points
	<p>Types of Research At least 2 types of research methods used for the project are listed (examples at left).</p> <p>6 points</p>	<p>Types of Research One type of research methods used for the project is listed (examples at left).</p> <p>4 points</p>	<p>Types of Research No types of research methods used for the project are listed (examples at left).</p> <p>0 points</p>	/6 points
	<p>Research Impact Information is included on how research results affected the creation or implementation of project objectives, strategies or tactics.</p> <p>6 points</p>	<p><i>(N/A; information on the impact of research is either included, or not included)</i></p>	<p>Research Impact Information is not included on how research results affected the creation or implementation of project objectives, strategies or tactics.</p> <p>0 points</p>	/6 points
	Comments:			

Category: Planning <i>30 points possible</i>	Excellent	Average	Needs Developing	Points
<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.</i></p> <p><i>The Four-Step-Process...public relations planning addresses these four topics:</i></p> <ol style="list-style-type: none"> 1) <i>Research</i> 2) <i>Planning</i> 3) <i>Implementation</i> 	<p>Four-step process The four-step process used to plan the project is stated.</p> <p>6 points</p>	<p>Four-step process A process used to plan the project is loosely stated.</p> <p>2-4 points</p>	<p>Four-step process The entry includes no mention of a process used to plan the project.</p> <p>0 points</p>	/6 points
	<p>Target audience Target audiences or publics are identified.</p> <p>4 points</p>	<p><i>(N/A; target audiences are either identified, or they are not)</i></p>	<p>Target audience Target audiences or publics are not identified.</p> <p>0 points</p>	/4 points

<p>4) <i>Evaluation</i></p> <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>Identification of Goals Using the definition (at left), the entry identifies at least 1 goal.</p> <p>4 points</p>	<p><i>(N/A; either there is at least one goal mentioned, or none are mentioned)</i></p>	<p>Identification of Goals Using the definition (at left), the entry identifies 0 goals.</p> <p>0 points</p>	/4 points
	<p>Identification of Objectives Using the definition (at left), the entry identifies at least 2 objectives.</p> <p>4 points</p>		<p>Identification of Objectives Using the definition (at left), the entry identifies 1 objective.</p> <p>2 point</p>	<p>Identification of Objectives Using the definition (at left), the entry identifies 0 objective.</p> <p>0 points</p>
	<p>Identification of Strategies Using the definition (at left), the entry identifies at least 2 strategies.</p> <p>6 points</p>	<p>Identification of Strategies Using the definition (at left), the entry identifies at least 1 strategy.</p> <p>2-4 points</p>	<p>Identification of Strategies Using the definition (at left), the entry identifies 0 strategies.</p> <p>0 points</p>	/6 points
	<p>SMART Objectives All stated objectives meet at least 4 of these 5 criteria: <ul style="list-style-type: none"> • Specific • Measureable • Attainable • Relevant • Time-specific </p> <p>6 points</p>	<p>SMART Objectives At minimum, all stated objectives meet 2 or 3 of these 5 criteria : <ul style="list-style-type: none"> • Specific • Measureable • Attainable • Relevant • Time-specific </p> <p>2-4 points</p>	<p>SMART Objectives If included, stated objectives meet 1 or 0 of these 5 criteria: <ul style="list-style-type: none"> • Specific • Measureable • Attainable • Relevant • Time-specific </p> <p>0 points</p>	/6 points
	Comments:			

Category: Implementation <i>30 points possible</i>	Excellent	Average	Needs Developing	Points
<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</i></p>	<p>Timetable Starting and ending dates of the project are listed.</p> <p>2 point</p>	<p><i>(N/A; either the starting/ending dates are mentioned, or they are not)</i></p>	<p>Timetable Starting and ending dates of the project are not listed.</p> <p>0 points</p>	/2 points
	<p>Identification of Tactics Using the definition (at left), the entry identifies at least 5 tactics.</p> <p>8 points</p>		<p>Identification of Tactics Using the definitions (at left), the entry identifies 3-4 tactics.</p> <p>4 points</p>	<p>Identification of Tactics Using the definitions (at left), the entry identifies 1-2 tactics.</p> <p>0 points</p>
	<p>Use of Resources An explanation is included describing how resources were</p>	<p><i>(N/A; either an explanation of this is</i></p>	<p>Use of Resources No explanation is included to describe how resources were</p>	

<i>costs (expenses for transportation, images, materials and fabrication).</i>	used to carry out a strategy and work toward objectives. 6 points	<i>included in the entry, or it is not included)</i>	used to carry out a strategy and work toward objectives. 0 points	/6 points
	Budget General breakdown of budget is included, with financial figures, specific resource/time allocations, or other costs. 6 points	Budget Budgetary aspects are mentioned, but specific financial figures, resource/time allocations, or other costs are not included. 2-4 point	Budget Budgetary aspects of finances, resource/time allocations, or other costs are not mentioned. 0 points	/6 points
	Overcoming Challenges At least 2 challenges (internal or external) are described, as well as how they were overcome. 8 points	Overcoming Challenges One challenge (internal or external) is described, as well as how it was overcome. 4 points	Overcoming Challenges The entry does not include a description of a challenge and how it was overcome. 0 points	/8 points
	Comments:			

Category: Evaluation <i>20 points possible</i>	Excellent	Average	Needs Developing	Points
<i>Evaluation: Measure effectiveness of the program against objectives.</i> <i>Evaluation...</i> 1. <i>verifies that public relations efforts were effective (because they met objectives)</i> 2. <i>demonstrates return on public relations investment</i> 3. <i>provides information for refining future public relations strategies</i> <i>Examples of measurement methods include:</i> <ul style="list-style-type: none"> • <i>Employee surveys</i> • <i>Phone interviews</i> • <i>Surveys (phone, online, mail, intercept)</i> • <i>Content analysis</i> • <i>Media analysis</i> • <i>Tracking (calls, purchases, etc)</i> • <i>Focus groups</i> 	Examples Provided Evidence is presented of how ALL objectives were exceeded, met, or not met. 6 points	Examples Provided Evidence is presented of how SOME objectives were exceeded, met, or not met. 2-4 points	Examples Provided Evidence is not presented of how objectives were exceeded, met, or not met. 0 points	/6 points
	Measurement Methods Specific methods of measurement are listed or described (examples at left). 6 points	Measurement Methods There is evidence of measurement, but methods are not listed or described clearly (examples at left). 2-4 points	Measurement Methods Specific methods of measurement are not listed or described. 0 points	/6 points
	Lessons Learned At least two ways to improve this project (if it were done again) are presented. 8 points	Lessons Learned At least one way to improve this project (if it were done again) are presented. 4 point	Lessons Learned No ways to improve this project (if it were done again) are presented. 0 points	/8 points
	Comments:			

Award Entry Scoring	
	Category Points Possible Research _____ /20 points possible Planning _____ /30 points possible Implementation _____ /20 points possible Evaluation _____ /20 points possible Total Score /100 points possible
Judge Comments	
Award Entry Suggestions for Improvement:	
Award Entry Strengths:	

*Material in this rubric is based on information from:
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Score Sheet: Tactics (Silver Wing Award Entries)

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"> • <i>primary or secondary</i> • <i>formal or informal</i> • <i>qualitative or quantitative</i> <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"> • <i>Focus Groups</i> • <i>Surveys (phone, mail, online, email)</i> • <i>Interviews (phone, intercept, in-depth)</i> • <i>Tracking (calls, purchases, hits, actions, placements, etc)</i> • <i>Media analysis</i> • <i>Content analysis</i> • <i>Observations, visits, field reports</i> • <i>Complaint reviews</i> 	<p>Purpose 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>Purpose The purpose of the project was clearly stated.</p> <p>2 point</p>	<p align="right">_____/2 points</p>
	<p>Research Methods Used Research methods are not mentioned.</p> <p>0 points</p>	<p><i>(N/A)</i></p>	<p>Research Methods Used Campaign research methods impacting the tactic are mentioned.</p> <p>1 point</p>	<p>Research Methods Used Campaign research methods impacting the tactic are mentioned AND identified as primary or secondary research.</p> <p>2 points</p>	<p align="right">_____/2 points</p>
	<p>Types of Research No research was listed for the project. (examples at left).</p> <p>0 points</p>	<p>Types of Research Research was referenced but not clearly outlined. (examples at left).</p> <p>2 points</p>	<p><i>(N/A)</i></p>	<p>Types of Research At least 2 types of research are used (examples at left).</p> <p>4 points</p>	<p align="right">_____/4 points</p>
	<p>Research Impact 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>Research Impact 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 align="right">_____/6 points</p>
		Comments:			

Category: Planning 30 points possible	Needs Developing	Fair	Average	Excellent	Points
<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>Four-step RPIE process The entry includes no mention of a process used to plan the tactic.</p>	<p>Four-step RPIE process At least 2 of the 4-step process are stated.</p>	<p>Four-step RPIE process At least 3 of the 4-step process are stated.</p>	<p>Four-step RPIE process The complete 4-step process is clearly stated.</p>	<p>_____/6 points</p>
<p><i>Audience identification: Differentiates among publics, markets, audiences and stakeholders...</i></p>	<p>Target audience Target audiences or publics are not identified.</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>Target audience Target audiences or publics are easily identified.</p>	<p>_____/4 points</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>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)</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>Identification of Goals 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><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>Identification of Objectives Objectives are not clearly stated. (examples to left)</p>	<p><i>(N/A)</i></p>	<p>Identification of Objectives One objective is clearly stated. (examples to left)</p>	<p>Identification of Objectives Two or more objectives are stated. (examples to left)</p>	<p>_____/4 points</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>Identification of Strategies/Tactics No strategies are listed related to this tactic. (examples to left)</p>	<p>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)</p>	<p>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)</p>	<p>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)</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>SMART Objectives All stated objectives include 0 or 1 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p>	<p>SMART Objectives All stated objectives include at least 2 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p>	<p>SMART Objectives All stated objectives include at least 3 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p>	<p>SMART Objectives All stated objectives include at least 4 of the following criteria: specific, measurable, attainable, relevant, and time-specific.</p>	<p>_____/6 points</p>
Comments:					

Category: Creativity <i>15 points possible</i>	Needs Developing	Fair	Average	Excellent	Points
<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>Technical Quality The composition, artistic design, and presentation are lacking.</p> <p>0 points</p>	(N/A)	(N/A)	<p>Technical Quality The composition, artistic design, and presentation are very attractive.</p> <p>3 points</p>	/3 points
	<p>Content The text or art does not target its specified audience.</p> <p>0 points</p>			(N/A)	(N/A)
	<p>Writing Grammar, punctuation, and AP style is lacking throughout</p> <p>0 points</p>	(N/A)	<p>Writing Grammar, punctuation, and AP style is mostly correct throughout.</p> <p>1 point</p>	<p>Writing Proper grammar, punctuation, and AP style is used in the composition, headlines, and other text throughout the tactic.</p> <p>3 points</p>	/3 points
	<p>Creative Appeal The tactic was not unique or creative, or used in a creative way.</p> <p>0 points</p>		(N/A)	<p>Creative Appeal The tactic was unique and creative, but was not used in a creative way.</p> <p>3 points</p>	<p>Creative Appeal The tactic was very unique and creative. It was also used in a creative way.</p> <p>6 points</p>
	Comments:				

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

Material in this rubric is based on information from:

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