

## Judging Rubric for Media Relations 1 (campaign)

| Criteria                              | Above Average – Excellent   | Average   | Poor – Fair  | Points Earned |
|---------------------------------------|---|---|--|---------------|
| <b>Planning/development—15%</b>       |   |   |  |               |
| (15 points)                           | Campaign is well-planned. Goals clearly defined. Media relations tactics and tools are strategic and purposeful, and clearly aligned with campaign goals or objectives. Campaign evaluation/measurement included in the plan. (10 to 15 points) | Plan includes goals, relevant tools/tactics, and basic evaluation plan. (7 to 9 points)                               | Plan is basic or not articulated. Goals not clearly defined. Selection of tools and tactics disconnected from campaign goals. No description of how success will be evaluated. (0 to 6 points) |               |
| <b>Media interest—20%</b>             |   |   |  |               |
| (20 points)                           | Campaign topic is newsworthy and includes effective media relations strategies. (13 to 20 points)   | Campaign topic has some newsworthy elements and is relevant to the targeted media. (9 to 12 points)                   | Topic not of interest or relevance to the targeted media. (0 to 8 points)  |               |
| <b>Quality—20%</b>                    |   |   |  |               |
| (20 points)                           | Campaign materials are of high quality, error-free and well presented. Coordinated design and messaging. (13 to 20 points)  | Campaign materials are of good quality with few errors. Reasonably coordinated design and messaging. (9 to 12 points) | Campaign materials of poor quality, include errors, inconsistencies in design or messaging. (0 to 8 points)  |               |
| <b>Target audience reach—20%</b>      |   |   |  |               |
| (20 points)                           | Target audience well-defined. Evidence the campaign reached the target audience. (13 to 20 points)  | Target audience identified. Some evidence the campaign reached the target audience. (9 to 12 points)                  | Target audience unclear. No evidence the campaign reached the target audience (0 to 8 points)  |               |
| <b>Impact—25%</b>                     |   |   |  |               |
| (25 points)                           | Emphasizes the impact of the campaign (e.g., what change or difference resulted)—supported by measurable outcomes and results. (16 to 25 points)  | Impact described but supporting detail sparse or not provided. (11 to 15 points)                                      | Impact not evident or not well presented. (0 to 10 points)   |               |
|                                       |   |   |  |               |
| <b>Total points</b>                   |   |   |  |               |
| <b>Rank (Gold/Silver/Bronze/None)</b> |   |   |  |               |