

## 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>				