

The following information outlines the criteria judges will use to evaluate award entries.

Section 1: Research

Research is used to help define the problem, identify and understand the target audience(s) and determine a baseline for future initiatives. Research methods may be primary or secondary; formal or informal; or qualitative or quantitative. Types of research may include, but are not limited to, focus groups, surveys, interviews and tracking data.

Judging will evaluate:

1. How well the purpose, problem statement or situation analysis was explained.
2. The identification of one or more research method as part of the project, or an adequate explanation of why research was not conducted.
3. If the type(s) of research used was clearly defined, or if research was not conducted, a reference to the type of research that could have been used.
4. How the research results did affect or could have affected the formation of one or more parts of the plan.

Section 2: Planning

A successful plan requires the following elements:

- Goal(s): a longer-term vision or high-level outcome
- Audience(s): publics, markets and stakeholders
- Objective(s): specific, measurable, achievable, realistic or results-oriented and time specific manner of defining what you want to accomplish
- Strategies: explanation of how objectives will be achieved

Judging will evaluate:

1. The inclusion of a goal outlining the overall outcome of the program or piece.
2. The identification of one or more target audience, public or stakeholder.
3. If objectives were clearly stated and were specific, measurable, achievable, realistic or results-oriented and time specific.
4. If one or more strategies outlining how the objectives would be achieved was explained.

Section 3: Implementation

Implementing a plan involves the execution of tactics, or the specific actions taken and resources used to carry out a strategy and achieve an objective. It also includes budgeting and a timeline for starting and completing the project.

Judges will evaluate:

1. The inclusion of tactics for each strategy.
2. Samples of tactics provided for creativity and originality.
3. A timeline indicating the project start and end dates.
4. The budget for the project.

Section 4: Evaluation

The evaluation measures the effectiveness of the program or plan against the stated objectives. It also provides an opportunity to explain any challenges faced during the implementation process and/or identify lessons learned for future projects.

Judges will evaluate:

- The specific methods of how each objective was measured.
- The results of the program or plan in terms of accomplishing the stated objectives.
- The inclusion of challenges faced and/or lessons learned.

Scoring criteria for the PRSA Central Iowa Chapter PRIME Awards is based on information from the APR coach's version of the Public Relations Society of America Study Guide for the Examination for Accreditation in Public Relations, © 2017 by the Universal Accreditation Board, functioning as part of Public Relations Society of America. www.praaccreditation.org.