

## 56TH ANVIL JUDGING RUBRICS

### I. PUBLIC RELATIONS PROGRAM

## A. PUBLIC RELATIONS PROGRAM ON A SUSTAINED BASIS

	5: Does not meet expectations	10: Approaches expectations	15: Meets expectations	20: Aligned, significant results	25: Exceeds expectations
<b>Defining the Need and Objectives (25 points)</b> Stated clearly and quantitatively relevant to overall organizational objectives, addresses current needs, and opportunities and challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	The objectives are not identified or defined	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges	The need and objectives are clearly defined and aligned with the current needs, opportunities, challenges	Exceptional explanation of the need and objectives including challenges that the PR program has anticipated and resolved over the years of implementation	Superior explanation of need and objectives of the PR program which are defined in a multi-faceted manner with data, metrics, and justified with the current needs, opportunities, challenges
<b>Target Audience and Strategy (25 pts)</b> Research-based and planned to achieve objectives	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the target audience profile and strategies are enumerated	Provides a clear picture of the target audience profile based on studies. Strategies are based on data	Superior explanation of the audience analysis and how strategies were crafted based on understanding of the audience and business goals
<b>Execution Elements (25 pts)</b> Implementation of strategy fit to target public/s	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the implementation	Provides a thorough description of the implementation versus strategies	Thorough explanation of how the execution addressed not just the goals of the program but also unforeseen situations, if any. Shows significant understanding of the target audience, implementation, and business goals.
<b>Impact (25 pts)</b> Overall measurable results on target publics and achievement of PR objectives. Impact based on google/online analytics, PR values, and other external measures of impact.	Missing or incomplete	Impact broadly defined, missing some necessary details	Gives clear results based on metrics	Provides clear, detailed and measurable results including potential ways to expand the program for more impact. Program could be searched online.	Shows how the program has been sustained over the past years with historical data that shows impact of the program per year of execution. Impact could be gauged in external sources like google/online analytics, PR coverage, PR values, and the like.

## 56<sup>TH</sup> ANVIL JUDGING RUBRICS

### I. PUBLIC RELATIONS PROGRAM

## B. PUBLIC RELATIONS PROGRAM DIRECTED AT SPECIFIC STAKEHOLDERS

	5: Does not meet expectations	10: Approaches expectations	15: Meets expectations	20: Aligned, significant results	25: Exceeds expectations
<b>Defining the Need and Objectives (25 points)</b> Stated clearly and quantitatively relevant to overall organizational objectives, addresses current needs, and opportunities and challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	The objectives are not identified or defined	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges	The need and objectives are clearly defined and aligned with the current needs, opportunities, challenges	Exceptional explanation of the need and objectives with particular emphasis on the specific stakeholders	Superior explanation of the need and objectives of the stakeholder/s which are defined in a multi-faceted manner with data, metrics, and justified with the current needs, opportunities, challenges
<b>Target Audience and Strategy (25 pts)</b> Research-based and planned to achieve objectives	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the target audience profile and strategies are enumerated	Provides a clear picture of the target audience profile based on studies. Strategies are based on data	Superior explanation of the audience analysis and how strategies were crafted based on understanding of the audience and business goals
<b>Execution Elements (25 pts)</b> Implementation of strategy fit to target public/s	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the implementation	Provides a thorough description of the implementation versus strategies with emphasis on the target stakeholders	Thorough explanation of how the execution addressed not just the goals of the program but also unforeseen situations, if any. Shows significant understanding of the target audience, implementation, and business goals.
<b>Impact (25 pts)</b> Overall measurable results on target publics and achievement of PR objectives	Missing or incomplete	Impact broadly defined, missing some necessary details	Gives clear results based on metrics	Provides clear, detailed and measurable results including potential ways to expand the program to cover other stakeholders for more impact. Program could be searched online.	Shows how the program has made impact on the specific stakeholder with before and after data. Impact could be gauged in external sources like google/online analytics, PR coverage, PR values, and the like.

# 56<sup>TH</sup> ANVIL JUDGING RUBRICS

## I. PUBLIC RELATIONS PROGRAM

## C. SPECIALIZED PUBLIC RELATIONS PROGRAM

	5: Does not meet expectations	10: Approaches expectations	15: Meets expectations	20: Aligned, significant results	25: Exceeds expectations
<b>Defining the Need and Objectives (25 points)</b> Stated clearly and quantitatively relevant to overall organizational objectives, addresses current needs, and opportunities and challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	The objectives are not identified or defined	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges	The need and objectives are clearly defined and aligned with the current needs, opportunities, challenges	Exceptional explanation of the need and objectives with particular emphasis on the needs, opportunities, challenges of the specialized PR program with concrete targets for resolution	Superior explanation of need and objectives of the special PR program defined in a multi-faceted manner with data, metrics, and justified with the current needs, opportunities, challenges
<b>Target Audience and Strategy (25 pts)</b> Research-based and planned to achieve objectives	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the target audience profile and strategies are enumerated	Provides a clear picture of the target audience profile based on studies and strategies are based on data	Superior explanation of the audience analysis and how strategies were crafted based on understanding of the audience and business goals
<b>Execution Elements (25 pts)</b> Implementation of strategy fit to target public/s	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the implementation	Provides a thorough description of the implementation versus strategies with emphasis on the target stakeholders	Thorough explanation of how the execution addressed not just the goals of the program but also unforeseen situations, if any.
<b>Impact (25 pts)</b> Overall measurable results on target publics and achievement of PR objectives	Missing or incomplete	Impact broadly defined, missing some necessary details	Gives clear results based on metrics	Provides clear, detailed and measurable results including potential ways to expand the program to cover other stakeholders for more impact. Program could be searched online.	Shows how the program has made impact on the specific stakeholder with before and after data. Impact could be gauged in external sources like google/online analytics, PR coverage, PR values, and the like.

## 56<sup>TH</sup> ANVIL JUDGING RUBRICS

### I. PUBLIC RELATIONS PROGRAM

### D. CRISIS COMMUNICATION MANAGEMENT

	5: Does not meet expectations	6: Approaches expectations	7: Meets expectations	8: Aligned, significant results	10: Exceeds expectations
<b>Detailed incident report with assessment (10pts)</b> Stated clearly the background of the crisis communication incident and potential impact of the crisis to the organizational objectives.	The incident was not mentioned and objectives are not identified or defined	The incident was not clearly defined and does not align with the organizational objectives	The incident and assessment of the situation are clearly defined and aligned with the organizational objectives	Exceptional explanation of incident with data on business impact of the crisis	Multi-faceted explanation of the incident and assessment of the situation are shown with metrics or data to show impact of the crisis to business
	5: Does not meet expectations	15: Approaches expectations	20: Meets expectations	25: Aligned, significant results	30: Exceeds expectations
<b>Crisis communication plan (30pts)</b> Detailed plan that showed how the organization handled the crisis including objectives, strategies, key messages, communication procedures. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound)	Missing or incomplete	Broadly defined or missing some necessary details	Gives a clear picture of the target audience profile and strategies are enumerated	Exceptional explanation of the need and objectives with particular emphasis on the needs, opportunities, challenges with concrete targets for resolution	Superior explanation of need and objectives of the crisis defined in a multi-faceted manner with data, metrics, and justified with the current needs, opportunities, challenges
<b>Execution Elements (30pts)</b> Implementation of strategy fit to target public/s	Missing or incomplete	Broadly defined or missing some necessary details	Gives a clear picture of the implementation	Provides a thorough description of the implementation versus strategies with emphasis on the urgency of the problem and how it was addressed in a timely and appropriate manner	Thorough explanation of how the execution addressed not just the crisis but also unforeseen situations, if any. Shows significant understanding of the situation, stakeholders involved vis-à-vis implementation, and business goals.
<b>Impact (30pts)</b> Overall measurable results on target publics and achievement of crisis communication objectives	Missing or incomplete	Impact broadly defined or missing some necessary details	Gives clear results based on metrics	Provides clear, detailed and measurable results including potential ways to prevent a similar crisis. Program could be searched online.	Shows how the program has made impact on the specific stakeholder with before and after data. Impact could be gauged in either internal or external sources like employee portal, google/online analytics, PR coverage, PR values, and the like.

## 56<sup>TH</sup> ANVIL JUDGING RUBRICS

### I. PUBLIC RELATIONS PROGRAM

### E. DIGITAL PUBLIC RELATIONS PROGRAM

	5: Does not meet expectations	10: Approaches expectations	15: Meets expectations	20: Aligned, significant results	25: Exceeds expectations
<b>Defining the Need and Objectives (25 points)</b> Stated clearly and quantitatively relevant to overall organizational objectives, addresses current needs, and opportunities and challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	The objectives are not identified or defined	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges	The need and objectives are clearly defined and aligned with the current needs, opportunities, challenges	Exceptional explanation of the need and objectives with particular emphasis on the needs, opportunities, challenges with targets for resolution. Explains why digital was chosen as PR platform.	Superior explanation of need and objectives of the digital PR program defined in a multi-faceted manner with data, metrics, and justified with the current needs, opportunities, challenges
<b>Target Audience and Strategy (25 pts)</b> Research-based and planned to achieve objectives	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the target audience profile and strategies are enumerated	Provides a clear picture of the target audience profile based on studies and strategies are based on data	Superior explanation of the audience analysis and how strategies were crafted based on understanding of the audience and business goals
<b>Execution Elements (25 pts)</b> Implementation of strategy fit to target public/s	Missing or incomplete	Broadly defined, missing some necessary details	Gives a clear picture of the implementation	Provides a thorough description of the implementation versus strategies with emphasis on the target stakeholders	Thorough explanation of how the execution addressed not just the goals of the program but also unforeseen situations, if any.
<b>Impact (25 pts)</b> How it achieved its PR objectives and engaged the target publics to include ranking in google, followers, engagements, usage/downloads, traffic, and the like	There is no impact	Impact broadly defined, missing some necessary details	Gives clear results based on metrics	Provides clear, detailed and measurable results including potential ways to expand the program to cover other stakeholders for more impact. Program could be searched online.	Shows how the program has made impact on the company's business goals like increase in sales, market share, and the like. Program could be searched online. Impact could be gauged in external sources like google/online analytics, PR coverage, PR values, and the like.

## 56<sup>th</sup> ANVIL JUDGING RUBRICS

### II. PUBLIC RELATIONS TOOL

### A. PUBLICATIONS

	5: Does not meet expectations	15: Approaches expectations	20: Meets expectations	25: Aligned, significant results	30: Exceeds expectations
<b>Content (30pts)</b> Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, editing, compliance with intellectual property, production planning and management	The material is not relevant	Broadly defined, missing some necessary details	Give a clear picture of the tool's relevance, messaging, information sufficient.	Exceptional explanation of tool's relevance. Clear messaging, information sufficient, suitable to target publics, with excellent writing, editing, and compliant with intellectual property, production planning and management.	Superior explanation of need and objectives of the publication as <i>against similar tools available now</i> . Very clear messaging, information sufficient, suitable to target publics, with excellent writing, editing, and compliant with intellectual property, production planning and management.
	5: Does not meet expectations	10: Approaches expectations	15: Meets expectations	18: Aligned, significant results	20: Exceeds expectations
<b>Concept Design and Creative Execution (20 pts)</b> Appropriateness of the design brief to the goals of the publication	The concept design and creative execution not consistent	Broadly defined, missing some necessary details	Concept design and creative execution are aligned	Concept design and creative execution based on benchmarks/studies and aligned with the goal/s of the publication	Concept design and creative execution show relevance of the publication to the business goals. Shows creativity in the use of resources
<b>Interactive Engagement (20pts)</b> Works on any device and in any modern web browser, and supports all interactivity. With multi-media features that could be shared for presentations, tutorials, among others.	There is no interactive engagement	Some interactive engagement, missing some necessary details	Shows interactive engagement in one platform	Shows interactive engagement in more than one platform.	Shows interactive engagement in more than one platform. Included potential use for other forms of interactive engagements
	5: Does not meet expectations	15: Approaches expectations	20: Meets expectations	25: Aligned, significant results	30: Exceeds expectations
<b>Impact (30pts)</b> How it achieved its PR objectives and engaged the target publics	There is no impact	Impact broadly defined, missing some necessary details	Gives clear results based on metrics	Provides clear and measurable results as well as potential ways to improve the tool for more impact	Superior explanation of need and objectives of the publication as <i>against similar tools available now</i> . With feedback data from recipients of the publication. Publication is available online.

## 56<sup>th</sup> ANVIL JUDGING RUBRICS

### II. PUBLIC RELATIONS TOOL

### B. EXHIBITS AND SPECIAL EVENTS

	5: Does not meet expectations	15: Approaches expectations	20: Meets expectations	25: Aligned, significant results	30: Exceeds expectations
<b>Content (30pts)</b> Relevance, messaging, information sufficiency, suitability to target publics, and excellence planning and management of the event	The material is not relevant	Broadly defined, missing some necessary details	Gives a clear picture of the exhibit or special event.	Provides a clear picture of the relevance of the exhibit or special event. Clear messaging, information sufficient, suitable to target publics.	Superior illustration of the exhibit or special event. Clear messaging, information sufficient, suitable to target publics, with excellent event planning and management of the event
	<b>5: Does not meet expectations</b>	<b>10: Approaches expectations</b>	<b>20: Meets expectations</b>	<b>25: Aligned, significant results</b>	<b>20: Exceeds expectations</b>
<b>Concept Design and Creative Execution (20 pts)</b> Appropriateness of the event brief to the goals of the organization	The concept design and creative execution not consistent	Broadly defined, missing some necessary details	Concept design and creative execution are aligned	Concept design and creative execution based on benchmarks/studies	Concept design and creative execution show relevance of the event to the business goals. Shows creativity in the use of resources.
<b>Interactive Engagement (20pts)</b> Used audience interaction tools before and during the event	There is no interactive engagement	Some interactive engagement, missing some necessary details	Shows interactive engagement only during the event	Shows results of audience interaction tools before and during the event.	Shows results of audience interaction tools before and during the event. Included potential for replication of the same event in the future
	<b>5: Does not meet expectations</b>	<b>15: Approaches expectations</b>	<b>20: Meets expectations</b>	<b>25: Aligned, significant results</b>	<b>30: Exceeds expectations</b>
<b>Impact (30pts)</b> How it achieved its PR objectives and engaged the target publics	There is no impact	Impact broadly defined, missing some necessary details	Gives clear results based on metrics	Provides clear and measurable results as well as potential ways to improve the tool for more impact.	Superior illustration of the exhibit or special event. Proof of event publicity could be searched either through employees' portal if internal event or quad-media if external.

## 56<sup>th</sup> ANVIL JUDGING RUBRICS

### II. PUBLIC RELATIONS TOOL

### C. MULTI-MEDIA/DIGITAL

	5: Does not meet expectations	15: Approaches expectations	20: Meets expectations	25: Aligned, significant results	30: Exceeds expectations
<b>Content (40pts)</b> Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, compliance with intellectual property, production planning and management	The material is not relevant	Broadly defined, missing some necessary details	Give a clear picture of the tool's relevance.	Exceptional explanation of tool's relevance. Messaging, information are sufficient, suitable to target publics,	Superior description of the tool's relevance as <i>against similar tools available now</i> . Clear messaging, information sufficient, suitable to target publics, with excellent writing, and compliant with intellectual property, production planning and management
	5: Does not meet expectations	6: Approaches expectations	7: Meets expectations	8: Aligned, significant results	10: Exceeds expectations
<b>Creativity (10 pts)</b> Resourcefulness in making the multi-media/digital tool understandable	Old multi-media material with no innovation	Some innovation from similar multi-media materials but not totally innovative	Creative execution, innovative idea	Very creative execution, innovations based on previous similar multi-media material	Highly creative execution, innovations based on previous similar multi-media material with proof of actual comparison
<b>User and technology friendly (10pts)</b> Easy to access and navigate	Cannot be accessed	Some difficulty in accessing/using and navigating	With some access	Easy to access, use and navigate	Very user-friendly with potential use for other multi-media platforms
	5: Does not meet expectations	15: Approaches expectations	20: Meets Expectations	25: Aligned, significant results	30: Exceeds expectations
<b>Impact (40pts)</b> How it achieved its PR objectives and engaged the target publics to include ranking in google, followers, engagements, usage/downloads, traffic, and the like	There is no impact	Impact broadly defined, missing some necessary details	Gives clear results based on metrics	A highly-accessed/used multi-media or digital tool based on google or other online platform analytics.	Top 10 of the most used multi-media or digital tool based on google or other online platform analytics. Shows potential ways to improve the tool for more impact