

**57TH ANVIL RUBRICS**  
**I. PUBLIC RELATIONS PROGRAM**

**A. PR PROGRAMS ON SUSTAINED BASIS**

<b>Defining the Need and Objectives (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	The objectives are not identified or defined.	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges.	The needs and objectives are clearly defined and aligned with the current needs, opportunities, challenges.	Exceptional explanation of the needs and objectives including challenges that the PR program has anticipated and resolved over the years of implementation.	Superior explanation of needs and objectives of the PR program which are defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges.
<b>Target Audience and Strategy (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Research-based and planned to achieve objectives.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives a clear picture of the target audience profiles 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 created based on understanding of the audience and business goals.
<b>Execution Elements (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Implementation of strategy to target public/s. Use of both traditional and digital platforms and other PR tactics, as necessary.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives a clear picture of the implementation in both traditional and digital platforms.	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.

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<b>Impact (30 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall measurable results on target publics and achievement of PR objectives. Impact based on google/online analytics, PR values, survey of or feedback from target audience, and other external measures of impact.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	Missing or incomplete.	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, among others.
<b>Presentation of entry</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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**B. SPECIFIC STAKEHOLDERS**

<b>Defining the Need and Objectives (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	The objectives are not identified or defined.	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges.	The needs and objectives are clearly defined and aligned with the current needs, opportunities, challenges.	Exceptional explanation of the needs and objectives including challenges that the PR program has anticipated and resolved over the years of implementation.	Superior explanation of needs and objectives of the PR program which are defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges.
<b>Target Audience and Strategy (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Research-based and planned to achieve objectives.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives a clear picture of the target audience profiles 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 created based on understanding of the audience and business goals.
<b>Impact (30 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall measurable results on target publics and achievement of PR objectives. Impact based on google/online analytics, PR values, survey of or feedback from target audience, and other external measures of impact.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	Missing or incomplete.	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, among others.

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**B. SPECIFIC STAKEHOLDERS**

Presentation of entry	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
Special score	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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**C. SPECIALIZED PR PROGRAM**

Defining the Need and Objectives (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	The objectives are not identified or defined.	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges.	The needs and objectives are clearly defined and aligned with the current needs, opportunities, challenges.	Exceptional explanation of the needs and objectives including challenges that the PR program has anticipated and resolved over the years of implementation.	Superior explanation of needs and objectives of the PR program which are defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges.

Target Audience and Strategy (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Research-based and planned to achieve objectives.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives a clear picture of the target audience profiles 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 created based on understanding of the audience and business goals.
Execution Elements (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Implementation of strategy to target public/s. Use of both traditional and digital platforms and other PR tactics, as necessary.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives a clear picture of the implementation in both traditional and digital platforms.	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.
Impact (30 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Overall measurable results on target publics and achievement of PR objectives. Impact based on google/online analytics, PR values, survey of or feedback from target audience, and other external measures of impact.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	Missing or incomplete.	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, among others.

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**C. SPECIALIZED PR PROGRAM**

<b>Presentation of entry (5)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score (5)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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**D. DIGITAL PR PROGRAM**

<b>Defining the Need and Objectives (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	The objectives are not identified or defined.	The objectives are not clearly defined or are not aligned with the current needs, opportunities, challenges.	The needs and objectives are clearly defined and aligned with the current needs, opportunities, challenges.	Exceptional explanation of the needs and objectives including challenges that the PR program has anticipated and resolved over the years of implementation.	Superior explanation of needs and objectives of the PR program which are defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges.

Target Audience and Strategy (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Research-based and planned to achieve objectives.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives a clear picture of the target audience profiles 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 created based on understanding of the audience and business goals.
Customer Experience (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Digital assets used in the Digital PR program are easy to access and navigate. Work on any device and in any modern web browser and support all interactivity. With multi-media features that could be shared for presentations, tutorials, among others.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Cannot be accessed.	Some difficulty in accessing/using and navigating.	With some access. Works in at least 2 devices and in any modern day browser.	Easy to access, use and navigate. Works in at least 2 devices and in any modern day browser and supports some interactivity.	Very user-friendly. Works in more than 3 devices and in any modern day browser and supports all types of interactivity. With multi-media features that could be shared for presentations, tutorials, and the like.
Impact (30 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
How the digital asset performed in terms of exposure and effectiveness. Exposure refers to engagement rate, sentiment rate, click through rate, view through rate, spam rate, etc. Effectiveness refers to favorability, message association/differentiation, affinity, and the like.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	There is no impact.	There is evidence of at least one exposure metric.	Shows results of at least 2 exposure metrics and 1 effectiveness metric.	Provides results of at least 3 exposure metrics and at least 2 effectiveness metrics that are aligned with the goal/s of the digital asset.	Provides results of more than 3 exposure metrics and at least 3 effectiveness metrics that are aligned with the goals of the digital asset.

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<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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**E. CRISIS COMMUNICATION MANAGEMENT**

<b>Detailed incident report with assessment (15 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>5</b>	<b>10</b>	<b>15</b>	<b>18</b>	<b>15</b>
	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 the incident with data on business impact of the crisis.	Multi-faceted explanation of the incident and assessment of the situation are shown with metrics of data to show impact of the crisis to business.

Crisis communication plan (25 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
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).	<b>5</b>	<b>10</b>	<b>15</b>	<b>18</b>	<b>25</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives a clear picture of the strategies and how the crisis will be resolved.	Exceptional explanation of the need and objectives with emphasis on the needs, opportunities, challenges with concrete targets for resolution.	Superior explanation of the need and objectives of the crisis defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges.
Execution Elements (25 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Implementation of strategy to target public/s. Concrete mitigating results to prevent escalation of crisis were implemented.	<b>5</b>	<b>10</b>	<b>15</b>	<b>18</b>	<b>25</b>
	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 urgency of the problem and how it is addressed in a timely and appropriate manner. Some mitigating results to prevent escalation of crisis were implemented.	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. Very concrete and full description of mitigating results to prevent escalation of crisis were implemented.

Impact (35 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Overall measurable results on target publics and achievement of crisis communication objectives. Learnings from the crisis were included in the crisis communication manual or social media playbook to either prevent a similar crisis or address the same situation in the future.	<b>5</b>	<b>15</b>	<b>25</b>	<b>30</b>	<b>35</b>
	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/s after the crisis was resolved could be searched online or has documentation.	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, PR coverage, and the like. Learnings from the crisis were included in the crisis communication manual or social media playbook to either prevent a similar crisis or address the same situation in the future.
Presentation of entry (5 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
Special score (5 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Content (30 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, editing, compliance with intellectual property, production, planning and management.	<b>5</b>	<b>15</b>	<b>25</b>	<b>30</b>	<b>35</b>
	The material is not relevant.	Broadly defined, missing some necessary details.	Gives a clear picture of the publication's relevance and messaging. Information sufficient.	Exceptional explanation of publication'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 against similar publications available now. Very clear messaging, information sufficient. Suitable to target publics. Excellent writing, editing, and compliant with intellectual property, production planning and management.
Concept Design & Creative Execution (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Appropriateness of the design brief to the goals of the publication.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	The concept design and creative execution is not consistent.	Broadly defined, missing some necessary details.	Concept design and creative execution are aligned.	Concept design and creative execution based on benchmarks/studies. Aligned with the goals of the publication.	Concept design and creative execution show relevance of publication to the business goals. Shows creativity in the use of resources.
Digital Presence (10 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
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.	<b>0</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>10</b>
	No digital presence.	Digital presence in one platform.	Digital presence in two platforms (i.e. website and social media).	Digital presence in three platforms (i.e. website, FB, Youtube) with some data on reach, engagement in social media.	Digital presence in more than three platforms (i.e. website, FB, Youtube, Twitter, etc). Data from multi-media platforms are shareable or downloadable for presentations, tutorials, and the like.

<b>Impact (30 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
How it achieved its PR objectives and engaged the target publics. Proof of impact could be unsolicited feedback, post-publication survey or other positive inputs from target publics.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	There is no impact.	Impact is broadly defined. Some details in showing impact is missing.	Gives clear results based on metrics.	Provides clear and measurable results as well as potential ways to improve the publication for more impact.	Superior explanation of the objectives of the publication as against similar tools available now. With feedback from recipients of the publication. Feedback could be offline and online.
<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Content (30 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, editing, compliance with intellectual property, production, planning and management.	<b>5</b>	<b>10</b>	<b>15</b>	<b>18</b>	<b>15</b>
	The material is not relevant.	Broadly defined, missing some necessary details.	Gives a clear picture of the publication's relevance and messaging. Information sufficient.	Exceptional explanation of publication'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 against similar publications available now. Very clear messaging, information sufficient. Suitable to target publics. Excellent writing, editing, and compliant with intellectual property, production planning and management.
Concept Design & Creative Execution (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Appropriateness of the design brief to the goals of the publication.	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>25</b>
	The concept design and creative execution is not consistent.	Broadly defined, missing some necessary details.	Concept design and creative execution are aligned.	Concept design and creative execution based on benchmarks/studies. Aligned with the goals of the publication.	Concept design and creative execution show relevance of publication to the business goals. Shows creativity in the use of resources.
Quality of Publication (10 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Quality of printing, suitability of material used for cover and paper for inside pages, readability of font used, proportion of images used for each page	<b>3</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>10</b>
	Very poor quality of printing, paper used for cover and inside pages are not suitable to target audience, font used is not readable, images used on all pages are not proportional.	Poor quality of printing, material used for cover is suitable for target audience but not the paper used for inside pages or vice-versa, many types of font used are not readable, some images used on some pages are not proportional.	Good quality of printing, material used for cover and paper used for inside pages are suitable for target audience, some font used are not readable, more than 50% of all images used on all pages are proportional.	Superior quality of printing, material used for cover and paper used for inside pages are very suitable for target audience, one or two fonts used are not readable, more than 75% of all images used on all pages are proportional.	Excellent quality of printing, material used for cover and paper used for inside pages are highly suitable for target audience, all fonts used are readable, all images used on all pages are proportional.

<b>Impact (30 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
How it achieved its PR objectives and engaged the target publics. Proof of impact could be unsolicited feedback, post-publication survey or other positive inputs from target publics.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	There is no impact.	Impact is broadly defined. Some details in showing impact is missing.	Gives clear results based on metrics.	Provides clear and measurable results as well as potential ways to improve the publication for more impact.	Superior explanation of the objectives of the publication as against similar tools available now. With feedback from recipients of the publication. Unsolicited feedback from offline and online sources.
<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Content (30 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, editing, compliance with intellectual property, and very good planning and management.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	The material is not relevant.	Broadly defined, missing some necessary details.	Gives a clear picture of the relevance and messaging. Information sufficient.	Exceptional explanation of the relevance of digital asset. 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 digital asset as against similar digital assets available now. Very clear messaging, information sufficient. Suitable to target publics. Excellent writing, editing, and compliant with intellectual property, excellent planning and management.
Creativity and Innovativeness (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Resourcefulness in making the digital asset understandable.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Old type of digital asset with no innovation.	Some innovation from a similar digital asset but not totally innovative.	Creative executions, innovative ideas.	Very creative executions, innovations based on previous similar digital assets.	Highly creative executions, innovations based on similar multi-media material with proof of actual comparison.
Customer Experience (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Easy to access and navigate. 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.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Cannot be accessed.	Some difficulty in accessing/using and navigating.	With some access. Works in at least 2 devices and in any modern day browser.	Easy to access, use and navigate. Works in at least 2 devices and in any modern day browser and supports some interactivity.	Very user-friendly. Works in more than 3 devices and in any modern day browser and supports all types of interactivity. With multi-media features that could be shared for presentations,, tutorials, and the like.

<b>Impact (30 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
How the digital asset performed in terms of exposure and effectiveness. Exposure refers to engagement rate, sentiment rate, click through rate, view through rate, spam rate, etc. Effectiveness refers to favorability, message association/differentiation, affinity, and the like.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	There is no impact.	There is evidence of at least one exposure metric.	Shows results of at least 2 exposure metrics and 1 effectiveness metric.	Provides results of at least 3 exposure metrics and at least 2 effectiveness metrics that are aligned with the goal/s of the digital asset.	Provides results of more than 3 exposure metrics and at least 3 effectiveness metrics that are aligned with the goals of the digital asset.
<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Content (30 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, editing, compliance with intellectual property, production, planning and management.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	The material is not relevant.	Broadly defined, missing some necessary details.	Gives a clear picture of the multi-media's relevance and messaging. Information sufficient.	Exceptional explanation of the relevance of the multi-media. 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 multi-media as against similar tools available now. Very clear messaging, information sufficient. Suitable to target publics. Excellent writing, editing, and compliant with intellectual property, production planning and management.
Creative Execution (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Resourcefulness in making the multi-media understandable to the target audience.	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>25</b>
	The creative execution is not consistent with the messaging.	Broadly defined, missing some necessary details.	The creative execution and messaging are aligned.	Creative execution based on benchmarks/studies. Aligned with the goals of the multi-media.	Creative execution shows relevance of the multi-media to the business goals. Shows creativity in the use of resources.
Impact (30 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
How the multi-media achieved its PR objectives and engaged the target publics. Proof of impact could be unsolicited feedback, post-survey or other positive inputs from target publics.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	There is no impact.	Impact is broadly defined. Some details in showing impact is missing.	Gives clear results based on metrics.	Provides clear and measurable results as well as potential ways to improve the multi-media for more impact.	Superior explanation of the objectives of the multi-media as against similar tools available now. With feedback from those who viewed the multi-media. Unsolicited feedback from offline and online sources.

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**C. MULTI-MEDIA**

<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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**D. EVENTS AND EXHIBITS**

<b>Content (30 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, editing, compliance with intellectual property, production, planning and management.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	The event or exhibit is not relevant.	Broadly defined, missing some necessary details.	Gives a clear picture of the relevance and messaging of the event or exhibit. Information sufficient.	Exceptional explanation of the relevance of the event or exhibit. 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 event or exhibits as against similar events or exhibits staged. Very clear messaging, information sufficient. Suitable to target publics. Excellent writing, editing, and compliant with intellectual property, production planning and management.

<b>Concept Design and Creative Execution (25 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Appropriateness of the event/exhibit brief to the goals of the organization.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	The concept design and creative execution are not consistent.	Broadly defined, missing some necessary details.	The concept design and creative execution are aligned.	The concept design and creative execution are aligned based on benchmarks.	The concept design and creative execution show relevance of the event or exhibit to the business goals. Shows creativity in resource management.
<b>Impact (35 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
How the event/exhibit achieved its PR objectives and engaged the target publics. Proof of impact could be unsolicited feedback, post-survey or other positive inputs from target publics.	<b>5</b>	<b>10</b>	<b>15</b>	<b>25</b>	<b>30</b>
	There is no impact.	Impact is broadly defined. Some details in showing impact is missing.	Gives clear results based on metrics.	Provides clear and measurable results as well as potential ways to improve the event or exhibit for more impact.	Shows superior results of metrics used to gauge success of the event or exhibit vis-à-vis PR goals. Unsolicited feedback from offline and online sources.
<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.

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**D. EVENTS AND EXHIBITS**

<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>