

Media Plan – Proposal Scorecard

200 POINTS

Chapter	State			Team Number		
INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Overview (Executive Summary)	<ul style="list-style-type: none"> Adequately explains the proposal/ plan in enough detail that it can be understood without having to read the entire document Adequately details what is contained in the plan and how it will benefit the client Clearly details the objectives of the plan 	<ul style="list-style-type: none"> Explains the proposal/plan fairly well, but does not provide enough detail to fully understand it without reading entire document Details only some of what is contained in the plan and how it will benefit the client but is lacking in some detail Does not clearly or fully detail objectives of the plan 	<ul style="list-style-type: none"> Incomplete overview provided; does not provide enough detail to understand the proposal/ plan without reading the document Lacks detail on much of what is contained in the plan and how it will benefit the client Does not provide any detail on objectives of the plan 		X 2	
Introduction	<ul style="list-style-type: none"> Does not exceed 2 pages (combined with overview) Provides adequate, but brief background of the issue/topic Clearly states the problem and objectives to be addressed by the plan Clearly establishes a strong need for plan Describes how the plan will benefit the client 	<ul style="list-style-type: none"> Exceeds 2-page limit (combined with overview) Provides only partial, incomplete background of the issue/topic Problem and objectives to be addressed by the plan are not clear to reader Need for the plan is not clearly stated or is not well established Plan's benefit to the client is not well supported 	<ul style="list-style-type: none"> Introduction section is missing or incomplete Background of the issue/topic is not well defined or is missing Problem statement is unclear or missing Objectives are unclear or missing Need for the plan is not established or addressed No mention is made of plan's benefit to the client 		X 3	
Description of Audience	<ul style="list-style-type: none"> Does not exceed 1 page limit Clearly describes who the client is targeting with the media plan Detailed demographics of target audience(s) are included 	<ul style="list-style-type: none"> Exceeds 1 page limit Who the client is targeting with the media plan is not well defined Only partial demographics of target audience(s) are included 	<ul style="list-style-type: none"> Description of audiences is missing or incomplete Who the client is targeting with the media plan is not stated Little or no demographics of target audience(s) are included 		X 3	
Detailed Strategic Plan	<ul style="list-style-type: none"> Does not exceed 2-3-page limit Key messages or themes proposed to communicate with target audience(s) are clearly presented Clearly restates objectives and adequately explains how they will be met Chosen mediums are suitable and appropriate to meet objectives and their use 	<ul style="list-style-type: none"> Exceeds 2-3-page limit Key messages or themes are not clearly presented Objectives not restated clearly and explanation of how they will be met lacks clarity Chosen mediums are not well suited for plan and/or justification of their use is not well explained How plan will be executed is unclear 	<ul style="list-style-type: none"> Key messages or themes are not presented Objectives are not restated and no explanation of how they will be met is provided Chosen mediums are not appropriate for plan and no justification of their use is provided How plan will be executed is not provided Social media plan and 		X 6	

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Detailed Strategic Plan (cont.)	<ul style="list-style-type: none"> is clearly justified Clearly describes how plan will be executed Clearly states and explains social media plan and tactics used to attract media attention using social media, including: platforms to be used, plan to gain followers, plan to engage followers, and general ideas for messages to be posted 	<ul style="list-style-type: none"> Social media plan and tactics used to attract media attention using social media are somewhat unclear. Some key information is missing from social media tactics 	<ul style="list-style-type: none"> tactics used to attract media attention using social media are incomplete and lack many of the key details needed. 			
Timeline	<ul style="list-style-type: none"> Does not exceed 1 page limit Clearly and adequately explains duration of plan and timing of media tactics Easy to view and understand; well organized 	<ul style="list-style-type: none"> Exceeds 1 page limit Unclear or missing some items of plan and media tactics Unrealistic timeframe for plan execution Confusing to view and/or understand or not well organized 	<ul style="list-style-type: none"> Timeline is missing Mostly incomplete and does not contain the majority of items in plan or media tactics 		X 2	
Evaluation	<ul style="list-style-type: none"> Does not exceed 1 page limit Clearly describes adequate methods to determine if plan objectives were met Clearly details key performance indicators and measures of success 	<ul style="list-style-type: none"> Exceeds 1 page limit Methods to determine if plan objectives were met are not clear or are not appropriate for the plan Key performance indicators and measures of success are unclear 	<ul style="list-style-type: none"> Evaluation plan is missing No clear methods to determine if plan objectives were met are presented No key performance indicators or measures of success are provided 		X 3	
Budget	<ul style="list-style-type: none"> Does not exceed 1 page limit Clearly details and explains all costs associated with implementing the media plan Clearly explains how/why amount allocated to each activity was determined 	<ul style="list-style-type: none"> Exceeds 1 page limit All costs associated with implementing the media plan are not well explained or some are missing Explanation of how/why amount allocated to each activity was determined is incomplete or unclear 	<ul style="list-style-type: none"> Budget and justification are missing Few costs associated with implementing the media plan are explained No explanation of how/why amount allocated to each activity was determined is provided 		X 4	
Conclusion	<ul style="list-style-type: none"> Does not exceed 1 page limit Clear and well-articulated final summary of key points related to strategic plan is provided Well-reasoned final statement is presented to persuade client the plan is a good solution to their communication problem 	<ul style="list-style-type: none"> Exceeds 1 page limit Final summary of key points related to strategic plan is incomplete or not well stated Final statement lacks persuasiveness to client and is not well supported by the plan 	<ul style="list-style-type: none"> Conclusion is missing Final summary simply restates introduction and/or overview No final statement to persuade client is provided 		X 2	
Appendices	<ul style="list-style-type: none"> 3 – 5 examples/items provided At least 1 example social media post is provided Thoughtful, well-designed, and well-written, and relevant communications 	<ul style="list-style-type: none"> Less than 3 examples/items provided No example social media post is provided Quality of communications documents provided 	<ul style="list-style-type: none"> No examples provided No example social media post is provided Poor quality of communications documents provided ; poorly designed or contain many errors 		X 6	

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	documents provided	could be stronger • Examples provided are only somewhat relevant to plan objectives	• Examples provided are not relevant to plan objectives			
Proposal is Relevant to Scenario	<ul style="list-style-type: none"> Entire proposal narrative focuses on addressing client's specific public communication needs Focuses specifically on current scenario provided to teams Plan and all items within it are extremely relevant to provided scenario and client Creatively interprets scenario 	<ul style="list-style-type: none"> Proposal mostly focuses on addressing client's specific public communication needs but sometimes loses focus or stray from client needs Lacks specific focus on current scenario provided to teams Is only somewhat relevant to scenario Some items within plan are not directly related to scenario or client Lacks creativity in interpretation of scenario 	<ul style="list-style-type: none"> Proposal lacks a focus on addressing client's specific public communication needs and often loses sight of client needs Strays from current scenario provided to teams Plan and items contained within it are not at all relevant to current scenario or client 		X 2	
Plan Includes All Requirements and Follows Formatting Guidelines	<ul style="list-style-type: none"> Plan includes a creatively designed cover page with a title for the plan, CDE name, chapter name, participant names, and year Table of contents is complete and does not exceed one page Plan formatting guidelines are followed: double spaced, one-inch margins, page numbers included, 12 pt. Times New Roman font, PDF format, required section headings used 	<ul style="list-style-type: none"> Cover page is missing 1-3 required pieces of information Cover page is not creatively designed Table of contents is incomplete Table of contents exceeds one page Plan formatting guidelines are mostly followed, but 1-3 formatting errors are present 	<ul style="list-style-type: none"> Cover page is missing more than 3 required pieces of information Cover pages is disorganized and not well designed Table of contents is mostly incomplete or missing altogether Plan formatting guidelines are not well followed with more than 3 errors present 		X 2	
Quality of Writing	<ul style="list-style-type: none"> Very well-written plan Excellent use of grammar, spelling, punctuation, capitalization, and sentence structure Correct use of APA citations 	<ul style="list-style-type: none"> Mostly well-written plan Adequate use of grammar, spelling, punctuation, capitalization, and sentence structure with some errors present Some APA citation errors present 	<ul style="list-style-type: none"> Poorly well-written plan Poor use of grammar, spelling, punctuation, capitalization, and sentence structure with many errors present Many APA citation errors present or no use of APA at all 		X 5	
TOTAL POINTS EARNED OUT OF 200 POSSIBLE						200