

EVALUATING PUBLIC RELATIONS: USING THE BARCELONA PRINCIPLES

THE 100-POINT SCORING SYSTEM

KPI Outlet: 25 total points possible

- Yes: 25
- No: 0

Type of Placement: 10 total points possible

- Feature: 10
- Item: 7 (callout, front of book, half page, etc.)
- Mention: 5 (destination or partner mentioned)
- Roundup: 5

Designated Market Area (DMA): 10 total points possible

- National: 10
- Specific: 8
- DMA: 5
- Other: 3

Assets/Call to Action: 10 total points possible*

- Link: 2
- Hashtag/Handle/Geotag: 2
- Photo/Video: 2
- Quote: 2
- Package/Rate/Deal: 2

*Select all that apply

Tone: 10 total points possible

- Positive: 10
- Neutral: 5
- Negative: 0

Inclusion of Key Messages/SEO Keywords: 35 total points possible

- Determined by key messages in plan

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