

# Public Relations Project, 2012

## Purpose

The purpose of the Public Relations Project is to provide an opportunity for the chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter. The campaign may focus on any topic or subject of interest to the chapter and should involve the majority of the chapter members. The project may begin at any time after the close of the previous state conference and run to the beginning of the next state conference. An evaluation of the campaign's planning, organization and implementation must be included in the report.

The Public Relations Project provides an opportunity for chapter members to

- ◆ develop and/or identify a theme for a public relations campaign
- ◆ plan and organize a public relations campaign in their local community
- ◆ implement a public relations campaign
- ◆ evaluate the planning and implementation process

## Procedure

- The project consists of two major parts: the **written document** and an **oral presentation** by chapter representatives. The written document will account for 60 points and the oral presentation will account for the remaining 40 of the total 100 points.
- This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the project to the judges. Each chapter representative must respond to questions.
- The body of the written entry must be limited to **30 numbered pages**, including the appendix (if an appendix is attached), but excluding the title page and the table of contents.
- The **Written Event Statement of Assurances** must be signed and submitted with the entry. Do not include it in the page numbering.
- The chapter representatives may bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum 15 minutes in length. The first 10 minutes will include an explanation and description of the project followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the chapter representatives respond to questions that the judge may ask during the 5 minutes following the presentation.

## Skills Assessed

The chapter representatives will demonstrate skills needed to address the components of the project as described in the content outline and evaluation forms as well as learn/understand the importance of

- communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- critical thinking/problem-solving skills
- production skills—the ability to take a concept from an idea and make it real
- teamwork—the ability to plan, organize and conduct a group project
- the ability to evaluate group presentations
- priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- economic skills

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## Format Guidelines for the Written Entry

The written entry must follow these specifications. Refer also to the Competitive Event Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

**Title page.** The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

- PUBLIC RELATIONS PROJECT
- Title of the project
- Name of DECA chapter
- Name of high school
- School Address
- City, State/Province, ZIP/Postal Code
- Names of chapter representatives
- Date

The title page will *not* be numbered.

**Table of contents.** The table of contents should follow the title page. All activities or original research described in this entry must take place between the immediate past International Career Development Conference and the upcoming State Career Development Conference. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

**Body of the written entry.** The body of the written entry begins with Section I, Executive Summary and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

- I. EXECUTIVE SUMMARY
  - One-page description of the project
- II. CAMPAIGN THEME OR FOCUS
  - A. Statement and description of the issue to be addressed
  - B. Rationale for selecting the issue
  - C. Description of the target population (such as community, school, etc.)
- III. LOCAL MEDIA AND OTHER PROMOTIONAL POSSIBILITIES
  - A. Local print and broadcast media available
  - B. Other possible promotional activity(ies)
  - C. Media mix and rationale for media and other promotional activity(ies)
- IV. CAMPAIGN ORGANIZATION AND IMPLEMENTATION
  - A. Organizational chart, member involvement and job description
  - B. Description of the campaign and documentation
  - C. Estimated impact on the target population
- V. EVALUATION AND RECOMMENDATIONS
  - A. Evaluation of the process
  - B. Recommendations for future campaigns
- VI. BIBLIOGRAPHY
- VII. APPENDIX
  - An appendix is optional. Include in the appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

## Checklist Standards

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participant teams. Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.
2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Chapter representatives may keep a copy for use in the presentation.
3. Sheet protectors may not be used.
4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.
5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.
6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word-processing equipment available.)
8. All material must be shown on 8<sup>1</sup>/<sub>2</sub>-inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. The body of the written entry must follow the sequence outlined. Additional subsections are permitted.

## Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The chapter representatives will present the project to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, describing the campaign, its process and recommendations. Each chapter representative may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use the following items during the oral presentation:
  - not more than three (3) standard-sized posters not to exceed 22<sup>1</sup>/<sub>2</sub> inches by 30<sup>1</sup>/<sub>2</sub> inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
  - one (1) standard-sized presentation display board not to exceed 36<sup>1</sup>/<sub>2</sub> inches by 48<sup>1</sup>/<sub>2</sub> inches.
  - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
  - one (1) personal laptop computer.
  - one (1) hand-held digital organizer.
  - sound, as long as the volume is kept at a conversational level.

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- Only visual aids that can be easily carried to the presentation by the actual chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. No set-up time will be allowed. Chapter representatives must furnish their own materials and equipment. No electrical power will be supplied.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## **Presentation Judging**

Chapter representatives will make a 15-minute presentation to you. You may refer to the written entry, or to your notes, during the presentation.

During the first 10 minutes of the presentation (after introductions), the chapter representatives will describe the campaign. Allow the chapter representatives to complete this portion without interruption, unless you are asked to respond. Each chapter representative must take part in the presentation.

During the final 5 minutes, you may question the chapter representatives. You must address at least one question to each chapter representative. To ensure fairness, you must ask each chapter representative or group of chapter representatives the same three questions based on the Presentation Evaluation Form:

1. one question on the rationale for selecting the problem or issue
2. one question on the organization and implementation of the campaign
3. one question on the evaluation and recommendations

These questions should be prepared following the written entry evaluation but before the presentation begins.

After asking the three questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the chapter representatives. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

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Participant(s): \_\_\_\_\_

Written Entry Evaluation Form

I.D. Number: \_\_\_\_\_

Please refer to *Format Guidelines for the Written Entry* for a more detailed explanation of these items.

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
<b>EXECUTIVE SUMMARY</b>					
1. One-page description of the project .....	4	3	2	1-0	_____
<b>CAMPAIGN THEME OR FOCUS</b>					
2. Statement and description of the issue to be addressed .....	5	4	3-2	1-0	_____
3. Rationale for selecting the issue.....	5	4	3-2	1-0	_____
4. Description of the target population.....	5	4	3-2	1-0	_____
<b>LOCAL MEDIA/PROMOTIONAL POSSIBILITIES</b>					
5. Local print and broadcast media available .....	4	3	2	1-0	_____
6. Other possible promotional activity(ies).....	4	3	2	1-0	_____
7. Rationale for the media mix.....	5	4	3-2	1-0	_____
<b>CAMPAIGN ORGANIZATION AND IMPLEMENTATION</b>					
8. Organizational chart/job description .....	4	3	2	1-0	_____
9. Description of the campaign and documentation .....	5	4	3-2	1-0	_____
10. Estimated impact on the target population .....	5	4	3-2	1-0	_____
<b>EVALUATION AND RECOMMENDATIONS</b>					
11. Evaluation of the process .....	5	4	3-2	1-0	_____
12. Recommendations for future campaigns.....	5	4	3-2	1-0	_____
<b>APPEARANCE AND WORD USAGE</b>					
13. Professional layout, neatness, proper grammar, spelling and word usage.....	4	3	2	1-0	_____
<b>Written Entry Total Points (maximum 60 points):</b>					_____

Judge: A B C D E F G H I J (circle one)

Chapter  
Team Events

**Public Relations Project, 2012**

**Participant(s):** \_\_\_\_\_

**Oral Presentation Evaluation Form**

**I.D. Number:** \_\_\_\_\_

	Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value	Judged Score
1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation .....	8-7	6-5	4-3-2	1-0	_____
2. Question on the rationale for selecting the campaign problem or issue .....	8-7	6-5	4-3-2	1-0	_____
3. Question on organization and implementation.....	8-7	6-5	4-3-2	1-0	_____
4. Question on evaluation and recommendation.....	8-7	6-5	4-3-2	1-0	_____
5. To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?.....	4	3	2	1-0	_____
6. Overall performance, presentation technique, effective use of visual aids and participation of all.....	4	3	2	1-0	_____

**Presentation Total Points (maximum 40 points):** \_\_\_\_\_

**RECAP: WRITTEN ENTRY (60):** \_\_\_\_\_

**PRESENTATION (40):** \_\_\_\_\_

**SUBTOTAL (100):** \_\_\_\_\_

**LESS PENALTY POINTS:** \_\_\_\_\_

**TOTAL SCORE:** \_\_\_\_\_

Judge: A B C D E F G H I J *(circle one)*