Judging Rubric for Media Relations 2 (news release)

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
Newsworthiness/Timeliness—35%				
(35 points)	Presents information on a new program, research results, student experience, and/or expert commentary about a timely topic. Includes what makes the story unusual, noteworthy, and/or unexpected. (19 to 35 points)	Presents interesting information but is not especially timely or noteworthy. (13 to 18 points)	Information is not new, unusual, noteworthy or unexpected. (0 to 12 points)	
Writing/AP style—30%				
(30 points)	Clear, concise, nontechnical writing for a general news or trade audience. Free of jargon, acronyms, and scientific language. Follows AP style. Strong, creative headline. Strong, clear lede that summarizes the most important elements of the news release. Strong, impactful quotes that advance the story. Includes contact information for public information officer (PIO) and expert/scientist, if appropriate, and date. Adheres to conventions of journalistic writing style. Free of typos and misspellings. Answers who, what, where, when, why, and how. (19 to 30 points)	Writing is generally clear with few errors. Good lede and quotes. Basic information included. (13 to 18 points)	Writing is unclear or wordy. Includes jargon or does not clearly describe technical concepts. Errors in spelling, AP style or journalistic conventions. Weak lede or quotes. Critical information missing. (0 to 12 points)	

Key messaging/Impact—30%			
(30 points)	Emphasizes the impact of the topic of the news release. (e.g., how research results will make life better for state's citizens). Clearly presents why targeted reader should care about the topic of the story, why it should matter to them personally. Demonstrates how the institution/research organization/unit serves specific stakeholders. Presents a compelling argument for importance of news release topic. (19 to 30 points)	Impact described but not emphasized. Connection to audience could be stronger or more targeted/personalized. Key messages describe importance of topic. (13 to 18 points)	Impact unclear or not included. Missing a strong "why" or "who cares" element. Key messages are vague or not compelling. (0 to 12 points)	
Photos/graphics/cutlines—5%			
(5 points)	Compelling, high resolution photos and/or graphics available for download. Concise, jargon-free cutlines written in journalistic style. (4 to 5 points)	Supporting graphics and cutlines provided. (2 to 3 points)	No supporting graphics or multimedia provided. Or provided graphics do not add to the story. Cutlines poorly written. (0 to 1 point)	
			Total points	
			Rank (Gold/Silver/Bronze/None)	