

Judging Rubric for Media Relations 3 (media pitch)

Criteria	Above Average – Excellent	Average	Poor – Fair	Points Earned
Personalized pitch—40%				
(40 points)	Demonstrates familiarity with the media outlet and articles written by journalist. Demonstrates understanding of the media outlet’s readership as well as topics and stories covered. Aligns research, insight, or information with the reporter’s beat, interests, and most popular articles. Shows how pitch advances reporter’s previous reporting on topic. Emphasizes why pitch should interest <i>this specific reporter at this specific outlet</i> . (25 to 40 points)	Pitch is appropriate for the reporter and/or outlet. (17-24 points)	Pitch not personalized to the reporter or outlet. Mismatch with reporter’s beat or outlet’s coverage and audience. (0 to 16 points)	
Timeliness—20%				
(20 points)	Leverages a major news story or breaking news cycle to advance research or faculty/scientist expertise. Demonstrates why reporter should want to speak with your expert or use your research results. (13 to 20 points)	Pitch is newsworthy and offers the reporter an opportunity to obtain unique information, perspectives or quotes. (9 to 12 points)	Pitch not newsworthy. Does not offer a compelling reason for the reporter to follow up. (0 to 8 points)	

Key messaging/Impact—20%				
(20 points)	Emphasizes the impact of the topic of the pitch. (e.g., how research results will make life better for readers of publication). Clearly presents why targeted reader should care about the pitch topic, why it should matter to them personally. Presents a compelling argument for importance of pitch topic. (13 to 20 points)	Impact described but not emphasized. Connection to audience could be stronger or more targeted/personalized. Key messages describe importance of topic. (9 to 12 points)	Impact unclear or not included. Missing a strong “why” or “who cares” element. Key messages are vague or not compelling. (0 to 8 points)	
Additional information—10%				
(10 points)	Provides links to additional information available, contact info for experts and PIO. (7 to 10 points)	Contact info for follow-up provided. (5 to 6 points)	Supporting details and contact info not provided or difficult to access. (0 to 4 points)	
				Total points
				Rank (Gold/Silver/Bronze/None)