

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 the 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 the pitch advances reporter’s previous reporting on the topic. Emphasizes why the 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 is not personalized to the reporter or outlet. Mismatch with reporter’s beat or outlet’s coverage and audience. (0 to 16 points) | |
| Timeliness—30% | | | | |
| (30 points) | Leverages a major news story or breaking news cycle to advance research or faculty/scientist expertise. Demonstrates why the reporter should want to speak with your expert or use your research results. (20 to 30points) | Pitch is newsworthy and offers the reporter an opportunity to obtain unique information, perspectives or quotes. (10 to 19points) | Pitch is not newsworthy. Does not offer a compelling reason for the reporter to follow up. (0 to 9 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 the audience could be stronger or more targeted/personalized. Key messages describe the importance of the 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 public information officer (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) |