

**Strategies of Public Relations  
Media Kit  
Grading Rubric  
Dr. Farbman**

<b>Key Components</b>	<b>Novice (0-14 pts)</b>	<b>Intermediate (15-24 pts)</b>	<b>Expert (25 pts)</b>
<b>News Releases</b>	News releases are not formatted consistently, poorly written, and do not connect to PR Plan tactics. Not all students contribute news releases.	News Releases are included by all members of the team, but are not formatted consistently, are duplicative of PR Plan tactics, and/or are not newsworthy in nature.	News releases are included from all team members, are formatted consistently, each representing one different PR Plan tactic, and are newsworthy in nature.
<b>Media Advisory</b>	Lack of media advisory or it is haphazard in nature.	Media advisory included, but it is not reflective of a tactic in larger PR Plan, is not formatted consistently with other parts of project.	Media advisory reflects a tactic in the PR Plan, is formatted consistently with other parts of PR Plan, and is professional in nature.
<b>Backgrounder/ Fact Sheet</b>	Lack of backgrounder or fact sheet or it is haphazard in nature.	Backgrounder or fact sheet is included, but is missing key elements of organization, event, or service it represents; not formatted consistently with other parts of project.	Backgrounder or fact sheet is robust yet succinct, connects to the client and PR Plan, and is formatted consistently with other parts of the project.
<b>Sample PR Plan Tactic</b>	Lack of sample tactic or the sample is haphazard in nature.	Sample tactic is included but does not exude professionalism, minimal effort is clearly evident.	Sample tactic is professional in nature, reflecting the quality and effort of the team's work the entire semester.
<b>Supporting Material Signed Work Log</b>	Signed work log is nonexistent or does not accurately report team members' contributions. Signatures are missing.	Signed work log exists but details on team members contributions need further explanation. All signatures are included.	Signed work log accurately reports team members' contributions. All signatures are included.
<b>Writing and Organization</b>	Writing is cumbersome, poorly worded and grammatical errors are present; very little organization of thought and project is poorly produced, difficult to understand.	Writing is clear and concise however there are some issues with the organization and issues with following specific stylistic and organizational guidelines.	Writing is clear, concise and error free. Project is organized and visually appealing.