**Press Kit Rubric**

**Execution:**

* Is overall presentation of the press kit attractive, with the right “decorum” for the company and product?
* Are individual documents attractive and readable? Do they use lists, headings, graphic elements, font styles, etc., effectively where appropriate?
* Do sentences read fluently and naturally?
* Are there egregious usage errors?
* Is punctuation and other mechanical issues a problem?

**Strategy**

* Is the four-point minimum reached?
* Is the strategy taught for cover letter and the news release effectively used?
* Is there a thoughtful, effective use of strategy in the secondary pieces?
* Is the quality of the content of the pieces good? Is it tired and predictable? Does its verbal and visual presentation have a fresh, energetic quality?

Grading Scale:

A+ 125

A 120

A- 115

B+ 110

B 105

B- 100

C+ 95

**Grading Information:**

I will use the grading scale to the right, and I will give you a grade for both execution and evaluation. So, for instance, I might give you a B for execution, and an A- for Strategy. That would be a B+ overall, for a score of 110/125.