

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 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.

Grading Scale:

A+	125
A	120
A-	115
B+	110
B	105
B-	100
C+	95