

**Appendix B Media & Professor Feedback Rubric**

	<b>Advanced – 10</b>	<b>Proficient – 8, 9</b>	<b>Basic – 7, 6</b>	<b>Needs Improvement – 5, 4, 3, 2, 1</b>
Press Release	Clearly focused, thoroughly presented the topic; immediately and efficiently articulates the issue or failure.	Focused and thorough; engages the audience in the topic.	Vague; does not immediately engage the audience in the topic. Is play-by-play; not an assessment.	Unfocused and rambling; confuses the reader. Lacks structure of introduction of issue or modeling.
Pitch Write Up Structure	Well-developed point, assesses situation, formulates a strategy based on 2 models appropriately selected, suggestions as to why or why not successful; provides recommendations based on models and evidence.	Well-developed point, clear conclusion. Meets minimum guidelines, does not go above and beyond in articulation nor logic/research. Lacks detail or effort.	Some elements are lacking or not adequately developed. No clear conclusion. Missing key points or lacks articulate logic, research, or missing any other components.	Write up is disjointed and may be difficult to follow. No clear point or clear conclusion. Lacks clarity of thought and organization.
Pitch Write Up Tone/Professionalism	Highly appropriate tone, matches intent of the piece, enhancing readers experience and understanding.	Appropriate tone consistently maintained throughout the piece.	Inconsistent tone or tone not maintained throughout the piece.	Tone is completely inappropriate or professionalism not present.
Pitch Write Up Grammar, Punctuation & Spelling	Consistently follows AP Style. Uses completely appropriate grammar that helps readers understand meaning. No errors in punctuation. All words spelled correctly, helping readers clearly understand the central idea.	Consistently uses AP Style. Uses appropriate grammar that does not interfere with meaning. A few punctuation errors. Most words are spelled correctly.	Uses AP Style inconsistently. Grammar choices sometimes confusing. Many or major errors in punctuation that sometimes confuse the reader. There are many spelling errors that sometimes make it hard for readers to understand the central idea.	Uses AP Style inconsistently, or not at all. Grammar choices keep readers from understanding the piece. Frequent and/or major errors that obscure meaning. There are frequent spelling errors that make it hard for readers to understand the central idea.

**Speed Pitching Rubric & Assignment**  
**PROFESSOR | COURSE | SEMESTER YEAR**

**CLIENT:** \_\_\_\_\_  
**STUDENT NAME(S):** \_\_\_\_\_

Core Six: Timeliness, Impact, Prominence, Proximity, Conflict and Human Interest	Core Six are observed consistently, appropriately with sound logic, evidence, and has obviously used research to solidify ideation and creation.	Core Six are observed inconsistently, has a few logic flaws, uses research sparingly or inappropriately, modeling not explored meaningfully or accurately.	Core Six are observed inconsistently or not at all, suffers logic flaws, lacks research, lacks meaning or evidence.	Core Six are not applied correctly, lacks logic, research, meaning, and evidence.
Pitch Statement Written	Appropriate and thorough. No errors.	Appropriate, but not thorough. Some errors.	Thorough, but not appropriate. Some errors.	Not appropriate, nor thorough. Many errors.
Pitch Statement Delivered - Question Responses	Clear and concise. Doesn't patronize. Nonverbals are professional. Leads with empathy. Tells the truth. Owns the situation. Answers questions truthfully and pursuant to the situation in a knowledgeable manner.	Clear and concise. Doesn't patronize. Nonverbals are professional. Leads with empathy. Tells the truth. Owns the situation. Struggles to answer questions truthfully and pursuant to the situation in a knowledgeable manner.	Major inconsistencies in: Statement. Engagement with audience. Nonverbals. Empathy. Truth/Facts. Answers to questions.	Not clear and concise. Patronizes audience. Nonverbals are unprofessional. Doesn't lead with empathy. Unable to answer questions truthfully and/or pursuant to the situation in a knowledgeable manner.
Participation/Preparation	Advanced	Proficient	Basic	Needs Improvement
Overall Quality from Student(s)	Advanced	Proficient	Basic	Needs Improvement
Speed Pitching Reflection Essay	Advanced	Proficient	Basic	Needs Improvement

**FINAL GRADE:** \_\_\_\_\_ / 100

### **Meet The Media Speed Pitching**

*Before Meet the Media Event Day:*

1. Using a press release constructed in class for your client news and keeping in mind models from chapters and prep we did in class regarding theory, in your pitching group, or on your own, use Muck Rack to develop or manually pull a local media list to meet the needs of your client news. You can find tips and tricks for both here: <https://muckrack.com/media-database-guide> . If you need a sample template to start one from scratch try this one: <https://docs.google.com/spreadsheets/d/1Qo-dT1Rn50IVUQmhiPPrY9FMCJ-3Msa6b0kiMJNja9I/edit#gid=1003667026>
2. For each journalist that you have chosen, develop a custom pitch of your newsworthy potential story by taking into consideration the media member's audience and previous article authorship align this audience to your client need to develop an angle from which to pitch your chosen member of local media. Find some tips on how to develop a successful pitch from your lecture notes and from here: <https://spinsucks.com/communication/media-pitching-tips/>, <https://info.muckrack.com/guide-to-pr-pitching-2020> or <https://blog.justreachout.io/media-pitch/> there are no shortage of blogs discussing pitching best practices.

*During Meet the Media Event Day:*

3. Your professor has recruited 9-12 members of media from your local media lists to whom you will use the pitch you developed on paper and move it into an event where you will be given three minutes to pitch using the technique based on the written pitch, a verbal pitch and answer follow up questions regarding your client's potential story. For this in-person activity, be sure to research each member of media and see if or how you can align your client news with the member of the media in order to attempt earning media coverage by way of a verbal pitch. Remember from our media kit workshop, that personalized media pitching yield happier returns for everyone. Please use the rubric associated with this assignment to anticipate what the members of media will be evaluating for your pitch.
4. After time is called, you will rotate to the next member of the media for your next pitch. Be sure to have your notes accessible in order to modify anything you need for your next media member. There will be roughly 2 minutes between pitches for you to recover, recoup, and make notes. After 1 round of 3 pitches, there will be a 15 minute media break – we will do this 2 or 3 times, depending on how efficient we are in moving and recovering between pitches. At the 15 minute media breaks, please network with fellow classmates and members of the media. Relationship building is among the top of successful media and communicator attributes.

*After Meet the Media Event Day:*

5. Following the pitching experience, please write up a one page reflection (500-800 words) on your experience. How did you feel? What would you change about your pitching strategy? Did anything change from your first pitch to your last pitch? Would you want to work in media relations? Tell me everything! 😊 You may turn your essay in on BlackBoard under the discussion board under "Speed Pitching Reflection."
6. Next, please take the time to either email or handwrite a thank you note to the members of media you engaged with today, this is important as you build your network. Gratitude is always a good idea.