Southern New Hampshire University

MKT 690 Short Paper: How to Generate Good PR Guidelines and Rubric

Review the articles available on the following *websites:
- The Center for Media and Democracy's PR Watch
- Watchdog
- The Daily Wire

*Links to the websites above above are being shared in order to strive to provide sources with diverse perspectives for this assignment.

Choose one article that is of interest. Evaluate the message of the article and how that particular article may be favorable or not favorable to the company's reputation. In addition, describe the tool and/or technique that was used in the public relations article. For example, did it include an interview, or was it a press release or a press conference?

The following critical elements must be addressed specifically:

1. **Message:** Describe the overall message of the article and explain it's effectiveness in communicating it.
2. **Reputation:** How does the article impact the company's reputation?
3. **Techniques:** What tools and techniques were used and why?

Guidelines for Submission: Short papers should be formatted to be a double-spaced Word document, with 12-point Times New Roman font, one-inch margins, and APA format. Page length requirements: 1–2 pages, not including title page and references.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Message	Describe the overall message of the article and explains it's effectiveness in communicating it.	Describe the overall message of the article, but lacks explanation regarding it's effectiveness in communicating.	Does not describe the overall message of the article	35
Reputation	Explains how the reputation is impacted by the article using clear examples	Includes information on how the article impacts reputation, but lacks examples or is unclear	Does not include information on how the article impacts reputation	35
Tools/Techniques	Explains the tools/techniques used using specific examples	States tools/techniques used, but does not explain why and/or use examples	Does not state tools/techniques used	20
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main idea	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10

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	Earned Total	100%