

PUR 4100 Public Relations Writing Rubric

SLO 3 = To defend professional ethical principles and the importance of truth, honesty, accuracy, fairness and diversity.

The rubric below will be used to assess all final communication plans in PUR 4100 sections.

Criteria	Excellent	Proficient	Basic	Inadequate
Truth, honesty and accuracy	<p>Identifies and refutes counter arguments using well-researched data and sound science.</p> <p>Sources are meticulously cited, including images and photographs.</p> <p>Intellectual property and copyright laws are carefully followed.</p> <p>Logical structure is properly followed.</p> <p>Clarity exists.</p>	<p>Responds to contradictory arguments citing credible sources.</p> <p>Upholds values of transparency and two-way communication.</p> <p>Position is supported by at least two credible sources meticulously cited.</p> <p>Logical structure is properly followed.</p> <p>Clarity exists.</p>	<p>Position is based on facts that are cited from reputable sources.</p> <p>Position presented is factual, and supported by at least one credible source.</p> <p>Sources are meticulously cited or credited, including images and photographs.</p> <p>Does not violate free use or copyright laws.</p> <p>Logical structure is understood.</p> <p>Clarity is weak.</p>	<p>Facts are presented in support of arguments, but not cited or attributed.</p> <p>Factual errors are present.</p> <p>Key names, locations or other details relevant to the subject are misspelled.</p> <p>One-way communication is used.</p> <p>Logical structure is ignored.</p> <p>Clarity is absent.</p>
Fairness	<p>Position represents values of organization and takes into account the values of key publics.</p>	<p>Product upholds the standards of journalism in terms of representing relevant perspectives.</p> <p>Consequences of position for key publics (particularly those who are affected but may be excluded from discussion) have been considered and</p>	<p>Opposing perspectives are presented in a dismissive manner and/or not credibly refuted.</p>	<p>Different or counter perspectives not considered or addressed</p>

		addressed.		
Diversity	The needs and values of all cultures and ethnicities are thoroughly woven into the communications strategy.	Writing-or product is modified to address the needs of relevant cultural contexts.	Multiple cultural contexts are considered and represented.	Content-is developed from a perspective that lacks awareness of different perspectives, ethnicities and cultural contexts.

SLO 8 = To write correctly and clearly in forms and styles appropriate for public relations practice.

The rubric below will be used to assess all final communication plans in PUR 4100 sections.

Criteria	Excellent	Proficient	Basic	Inadequate
Correctly	Free of errors of reason. Adheres to correct spelling, mechanical, syntax, typographical, grammatical and punctuation guidelines.	Free of contextual errors. Adheres to correct spelling, mechanical, syntax, typographical, grammatical and punctuation guidelines.	Free of spelling, mechanical, syntax, typographical, grammatical or punctuation errors. Some use of unnecessary adjectives and adverbs.	Multiple mechanical, syntax, typographical grammatical or punctuation errors. Overuse of unnecessary adjectives and adverbs.
Clearly	Language is concise. Demonstrates problem-solving capabilities. Demonstrates empathy toward the audience.	Language is precise, free of clichés. Demonstrates problem-solving capabilities. Reflects audience understanding.	Structure clearly leads reader to a particular point and action. Demonstrates some problem-solving capabilities. Reflects some audience understanding.	Lacks structure, meaning, a clear argument and call to action. Demonstrates minimal problem-solving capabilities. Reflects limited audience understanding.
Form	Chosen form represents consideration of how strategy, audience and message converge, and understanding of each.	Uses narrative where possible to illustrate key points in manner appropriate to form.	Selects form appropriate to the purpose of the communication.	Unable to determine when or how to use particular forms of writing.
Style	Takes risks and presents ideas that are fresh, writing is visual and compelling, and adheres to the rule	Demonstrates original thought.	Applies what is known about the audience to make decisions about tone, voice and style. Adheres to	Tone does not match needs of audience Ideas are stale.

	of "show, don't tell".		appropriate style manual.	
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