

Group Base Score = 129

Group Members:

Christian D, Jordan, Carley, Lindsay

<u>Criterion</u>	<u>Pts.</u>
Grammar/Spelling/Punctuation	10
Peer Reviews.....	10
Presentation.....	10
Critical thinking skills.....	30
Thoroughness and conciseness of descriptions.....	30
Comprehensiveness of analysis.....	30
Evidence of clear understanding of public relations principles and issues.....	30
Total.....	150

<u>Criterion</u>	<u>Pts.</u>
Grammar/Spelling/Punctuation	8
Peer Reviews.....	X
Presentation.....	9
Critical thinking skills.....	28
Thoroughness and conciseness of descriptions.....	28 26
Comprehensiveness of analysis.....	28
Evidence of clear understanding of public relations principles and issues. ✓	30!!!
Total.....	128 129

Additional Notes:

Need to see more rationale behind why you guys chose the publics you did. They look good but I need to know why.
Have you guys seen Promised Land?
All-around-need more details. You have some good strategies but they leave me with too many questions
Some of these are very good - media training - I really like it!
Minor GSP errors throughout - nothing we can't fix with a semester of mem 381
The sales approach is outstanding - it's really what I was looking for (e.g. conversation w/ Jordan)
Really good work overall - the conciseness makes it harder to nail the GSP errors (food for thought)

MC 380 PR Plan Presentation

Group Members: *Christian P, Jordan Carly, Lindsay*

Start Time: _____ End Time: _____

Presentation

Introduction (20%)

- Attention getter, audience motivation, speaker credibility, states the purpose, summarizes main points

1 2 3 4 5 6 7 8 9 10

need 15% more enthusiasm

8 9

Goal: Reach out using env. safety, donations, etc. approach

Organization (20%)

- Main ideas easy to follow and remember, smooth transitions

1 2 3 4 5 6 7 8 9 10

9

Supporting materials (20%)

- Ideas supported with data (verbal and visual, relevant data), professional presentation materials, no grammatical errors

1 2 3 4 5 6 7 8 9 10

10

good - extensive list of cities and journalists - very detailed good use of theory (2-step flow)

Conclusion (20%)

- Review thesis, states main points, gives effective final remarks

1 2 3 4 5 6 7 8 9 10

9 10

Team Delivery (20%)

- Relaxed and confident, good eye contact, conversational tone, refers to notes only briefly, appropriate volume

1 2 3 4 5 6 7 8 9 10

need more from other members - Jordan spoke the most

Total = 90 / 100%

Comments: *Good (GLM - good - address audience as client Good: target publics - but "local economies" is vague... oh wait - you later defined them.*