|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **0** | **1** | **2** | **3** | **4** |
| **Media Plan**  **Outlet Selection** | Did not select media outlet or did not provide a media plan | Plan includes only one media outlet with appropriate rationale, or lists multiple outlets with no rationale, or the strategies do not fit the goals of the client nor are they appropriate for the platform. | Plan includes multiple outlets but only provides appropriate rationale for SOME of the outlet choices.  Strategies provided for each outlet either fits the goals of the client or the platform but not both. | Plan includes multiple outlets and appropriate rationale for ALL outlet choices.  Strategies provided for each outlet either fits the goals of the client or the platform but not both. | Plan includes multiple outlets and appropriate rationale for ALL outlet choices.  Strategies provided for each outlet fits BOTH the goals of the client and the platform of the outlet. |
| **Media Plan**  **Target Audience** | Did not provide connection to the client’s base or target demographics. | Plan includes only casual mention of the client’s base or target demographic. | Plan includes SOME but not all/thorough rationale for the connection to the target audience. | Plan includes data or evidence to support rationale for the target audience of the client’s message. | Plan includes data or evidence to support ALL parts of the rationale for the target audience of the client’s message.  Strategies for the target audience are clear and well supported. |
| **Political Advisory Group Strengths** | Score (out of 4):\_\_\_\_\_\_  Explanation: | Through the use of research and evidence, the policy advisory group outlines its key strengths for advancing potential client policy preferences. Strengths will highlight effective strategies that appeal to their potential clients, e.g., creation of political action committees, lobbying, litigation, “going public,” etc.  The political advisory group’s strengths are clearly displayed and explained through the use of grade-level and content appropriate language and present in the visual aid.  Each policy advisor is able to explain their group’s strengths for advancing potential client policy preferences | | | |
| **Individual Contribution** | Score (out of 8):\_\_\_\_\_\_  Explanation: | Student should be an active and helpful member of their team. They should be contributing in meaningful ways including supporting team mates and helping the group to stay on task. | | | |