



Most Extreme Left Hyper-Partisan Left Strong Left Skews Left Middle Skews Right Strong Right Hyper-Partisan Right Most Extreme Right

-42 -30 -18 -6 6 18 30 42

MORE
↑
NEWS VALUE AND RELIABILITY
↓
LESS

PRESS / NEWS RELEASE SCORING GUIDE

*Articles that summarize a release can be rated higher than 40 (even up to 50 if warranted)
Adding context, balance, or editing out puffery shows effort and adds news value
Summaries can still be 40 or lower depending upon overall quality*

****Untouched** releases taken straight from a company or organization should not be rated higher than 40**

(37-40) Fact reporting: "Company X has purchased company Y"
(33-36) Analysis: "Market fragmentation has accelerated this decline"
(32 and below) Opinion: "Product X will revolutionize the industry"

Press releases given some sort of "Staff" attribution or no attribution should not be rated higher than 32 (community events/PSAs and industry specific sources are exempt).

The more flowery the language, the lower the rating.
Don't rate releases lower than 24 just for being a release

A release or summary can still be rated lower than 24, even all the way to zero, for many of the usual reasons, like false or misleading info. Some reasons, though, like propanganda, unfair persuasion, selectivity, and facts not independently corroborated will not normally apply

An untouched release would be inaccurate if it is attributed to an actual person (not just "Staff") who did not write it because they don't work for the company/organization it came from.

← LEFT Bias RIGHT →