

Major Storms & Community Resilience
Press Release Rubric: 1st Draft

Author's name: _____ Author's storm type & phase: _____

Task	6 points	3 points	1 point	0 points	Earned Points
Mechanics & Format		Followed directions on formatting, included all required sections, appropriate headline, and proper grammar and spelling.	Not correctly formatted. Or missing appropriate headline or required section. Or did not exhibit a clear writing style due to poor spelling and grammar.	Did not complete assignment.	/ 3
Organization		First paragraph includes the “who, what, where, & when” of the risk communication and clear and accurate description of topic. Details are organized by level of importance.	Necessary details were missing. Or press release details were not correctly organized by level of importance.	Did not complete assignment.	/ 3
Data Identification & Analysis	Student demonstrated that he/she collected and evaluated relevant weather-related and community data to determine community preparedness and vulnerabilities by incorporating appropriate statistics and quotations to support the aims of the press release. Press release accurately presented information for the type and phase of the storm assigned.	Press release included some relevant data, but it was not accurately presented and/or was not appropriate for the type and phase of the storm assigned.	Press release did not use any statistics or quotations to support the aims of the communication. Press release did not accurately present information for the type and phase of the storm assigned. Student did not demonstrate that data had been evaluated or analyzed.	Did not complete assignment.	/ 6
Risk Communication	Press release communicated how the intended audience should appropriately respond to the risk communication (attention, awareness, and/or action).	Press release communicated some recommendations for action, but did not fully address how the audience should respond to risk.	Press release did not communicate any specific response required for the audience.	Did not complete assignment.	/ 6
Total Points					/ 18