

Press Conference Rubric

Student or Group Name _____

The following standards describe effective presentations and communications. This is used to give you feedback about your performance and to help you improve in the future! Instructor should check (with an x) the box for each category and tally up, for a final score out of 10. Half marks can be used.

Standards	Exemplary (2 Marks)	Satisfactory (1 Mark)	Needs Major Improvement (0 Marks)	Your Score	Final Comments from Instructor:
Organization	Has a clear opening statement that catches audience's interest; maintains focus throughout; summarizes main points	Has opening statement relevant to topic and is mostly organized; provides adequate "road map" for the listener	Has no opening statement or has an irrelevant statement; gives listener no focus or outline of the presentation		
Delivery & Attitude towards audience	Has natural delivery; is articulate; projects enthusiasm, interest, and confidence; Expresses themselves respectfully to the needs and wants of the public	Has appropriate pace; is easily understood; But demonstrates out-of-role behaviour. Has neutral expression towards public	Is often hard to understand; has voice that is too soft or too loud; has a pace that is too quick or too slow. And may not take the press conference seriously. May show disrespect (superiority) to public audience.		
Use and Quality of Supporting Media	Uses media (Maps, graphs or documents) to enhance presentation; Provides easily understood and accurate information	Relies on media to support facts, but provides misleading or confusing information.	Relies too heavily on use of supporting media, or does not use supporting media at all. Public would be confused to see media.		
Response to Questions	Demonstrates full knowledge of topic; explains and elaborates on all questions appropriately	Shows ease in answering questions but does not elaborate. Has difficulty responding to some questions	Demonstrates little grasp of information; has undeveloped, unclear, or incorrect answers to questions.		
Use of Jargon	Uses easily understood terminology, uses analogies or anecdotes to help people understand what they are talking about.	Mostly clear use of terms and avoids jargon, but does use several phrases/concepts which would be difficult to understand.	Over-use of jargon, has difficulty expressing science to all/ the relevant audiences.		

Reviewer _____

Grand Total _____ / 10