

Media Release Rubric

Student or Group Name _____

The following standards describe effective written 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:
Information	All information presented in the press release was clear, accurate and thorough	Information presented in the press release was clear, accurate, or thorough, but not all of these.	Information had several inaccuracies OR was not clear.		
Use of Facts/Statistics	Every major point was well supported with several relevant facts, statistics and/or examples.	Most of the points were supported with facts, statistics and/or examples, but the relevance of some was questionable.	There was little support for the points.		
Format and Grammar	Product contains all essential components of a media release. Few grammatical errors.	Some attempt to stick to a media release format was made, and there are noticeable grammatical errors.	Product is not written in the form of a media release. There are many spelling and grammatical errors.		
Use of Jargon and Attitude towards Public	Uses easily understood terminology, avoids jargon, uses analogies and expresses themselves respectfully to the needs and wants of the public	Mostly clear use of terms and avoids jargon, but does use several phrases/concepts which would be difficult to understand. Has neutral expression towards public	Over-use of jargon, has difficulty expressing science without thinking about the audience. May show disrespect (superiority) to public audience.		
Efficiency and Timeliness	Product was produced quickly and timely, and information was useful to the public.	Product was a little behind schedule, but information was useful OR product was timely, but some information was not useful	Product was late, and therefore the information was less useful to the public.		

Reviewer _____

Grand Total _____ / 10