

Major Storms & Community Resilience
Press Release Rubric: Final

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, and 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	Author collected and evaluated relevant weather-related and community data, analyzed community preparedness and vulnerabilities, and incorporated appropriate statistics and quotations in press release. Press release accurately presented information for the type and phase of the storm.	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. Author 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
Stakeholders		Author noted all relevant stakeholders needed to respond to risk communication.	Author noted some relevant stakeholders, but did not accurately identify all who need to take action in response to risk communication.	Did not complete assignment.	/ 3
Systems Thinking		Author's inclusion of relevant stakeholders and actions required demonstrates systems thinking approach to risk communication and management.	Author did not demonstrate connection between stakeholders and required action and systems thinking approach.	Did not complete assignment.	/ 3
Revision		Author appropriately revised his/her press release based on peer- and instructor-feedback.	Author did not address all comments and needed revisions.	Did not complete assignment.	/ 3
Total Points					/ 27