

Rubric: Local Hero Tells All Press Release					
Category	Criteria				Points
	1	2	3	4	
Content	The release informs about the interview, but recounts few highlights of the interviewee's story.	The release informs about the interview and recounts some highlights of the interviewee's story.	The release informs about the interview and recounts many highlights of the interviewee's story. The release is engaging.	The release informs about the interview and recounts the most important and engaging highlights of the interviewee's story. The release entices the reader to find out more.	
Organization	Content seems random. Structure is weak and the release lacks the <i>five Ws and the H</i> .	Content is good but fails to use quotes or uses them improperly. Structure is weak and the release does not include all of the <i>five Ws and the H</i> .	Content is good and includes appropriate and proper use of quotes. Structure is good and the release includes most of the <i>five Ws and the H</i> .	Content is very good and includes appropriate and proper use of quotes. Structure is very good and the release includes all of the <i>five Ws and the H</i> .	
Press release format	The release has a headline. No quote from the interview is included and there is no contact information listed.	The release has a headline. Only one quote from the interview is included and there is insufficient contact information listed.	The release has an attention-grabbing headline. Two or more quotes from the interview are included and contact information is listed correctly.	The release has an attention-grabbing headline. Two or more quotes from the interview are included and contact information is listed correctly.	
Mechanics: spelling and grammar	The release has many misspellings and/or grammatical errors.	The release has some misspellings and/or grammatical errors.	The release has just a few misspellings and/or grammatical errors.	The release has no misspellings or grammatical errors.	
Neatness	The release is almost illegible.	The release is sloppy and difficult to read in places.	The release is neatly presented.	The release is very neatly presented.	
TOTAL					
Teacher Comments:					