

Ohio	Excellent 5	Very Good 4	Good 3	Fair 2	Poor 1	Weighting	Score	Comments
Lead/Focus	1. Concise 2. Direct 3. Clear 4. Accurate 5. Unique	Four of Five Characteristics are evident	Three of Five Characteristics are evident	Two of Five Characteristics are evident	One of Five Characteristics are evident	X 4		
Organization	1. Well organized 2. Logical 3. Brief 4. Concise 5. Clear	4 of 5	3 of 5	2 of 5	1 of 5	X 3		
Correct Style	1. Headline / title 2. Lead/focus starts article 3. Facts connected with lead 4. Body describes points 5. Summary statement	4 of 5	3 of 5	2 of 5	1 of 5	X 2		
Accuracy of Information and Quotes	1. Information provided 2. Information accurate 3. Quotes provided 4. Quotes flow with story 5. Quotes accurate	4 of 5	3 of 5	2 of 5	1 of 5	X 3		
Creativity	1. Release has written variation 2. Various introduction of points 3. Gathers attention 4. Keeps interest 5. Unique	4 of 5	3 of 5	2 of 5	1 of 5	X 1		
Headline	1. Concise 2. Unique 3. Relevant 4. Sparks interest 5. Summarizing	4 of 5	3 of 5	2 of 5	1 of 5	X 2		
Grammar, spelling, punctuation, word choice	1. Correct grammar 2. Correct punctuation 3. Correct spelling 4. Good word choice 5. Appropriate flow	4 of 5	3 of 5	2 of 5	1 of 5	X 3		
Company or Product Information	1. Material included 2. Information referenced 3. Appropriate material to release 4. Relevant materials chosen 5. Information supportive	4 of 5	3 of 5	2 of 5	1 of 5	X 2		
Ag Communications <u>Press Release</u> Rubric (#4)		FFA Chapter:			Total Earned =			Judges Initials: