

## Scoring Rubric for Crisis Communication Leader Award

Criteria	Example	1 = low 5 = high	multiplier	Totals
Demonstrated leadership during a crisis/emergency. This can be a crisis such as a fire or earthquake or flooding, or it can be a crisis of confidence.	Nominee demonstrated strong leadership during a crisis or emergency and excelled at getting the right information to the right people and the right time to facilitate life-saving or community preserving decision-making. Provided support for their team example: morale or emotional support, pizza for long shifts, etc.		3	
Effectively implemented crisis/emergency strategies using a variety of tools	Relied of an existing crisis communications strategy and implemented a variety of tools to get the job done. Effectively used all forms of media, provided strong and clear emergency public information, effectively used maps or other visual aids, utilized new media tools appropriate for audiences needing information, showed effective use of regular/consistent briefings, etc.		2	
Partnered with other agencies or	Leveraged partnerships and worked well with unfamiliar agencies to coordinate and disseminate information		1	
Mentorship/ Supporting other members' experience with CAPIO	Shared knowledge of crisis communications through workshops, presentations, participation in listserve and contributions to knowledge library, etc.		2	
Advocacy for profession	Proactive steps to raise the profile of PIOs on state or national level, specifically in the area of crisis communications		2	
Years specifically in the public communications profession	Objective scoring	1 = up to 5 years 2 = 6 -10 3 = 11 -15 4 = 16-20 5 = 21+	1	
Total (55 possible)				