

## Scoring Rubric for Crisis Communication Leader Award

Criteria	Example	1 = low 10 = 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 on 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	Leveraged partnerships and worked well with unfamiliar agencies to coordinate and disseminate information		2	
Mentored / supported other members' experience with CAPIO and advocated for the profession	Shared knowledge of crisis communications through workshops, presentations, participation in listserv and contributions to knowledge library, etc. Took proactive steps to raise the profile of PIOs on a state or national level in the area of crisis communications.		1	
Recognized by leadership or peers	Ex. Nominee was nominated by a superior, community member or peers, or was recognized at the leadership level for their crisis communication work.		2	
Total (100 possible)				

**Notes – Please provide your feedback and evidence submitted in the nomination as it pertains to your scores provided above.**