

Criteria	Level 4	Level 3	Level 2	Level 1
Accurate description of method	3 points The method of the study is described clearly and accurately.	2 points Minor errors in describing the method.	1 point Major errors in describing the method.	0 points The method of the study is not described.
Accurate description of results & conclusion	5 points Results and conclusions of study are described accurately and clearly.	4 points Minor errors in description of either results or conclusions of study.	3 points Major errors in description of either results or conclusions.	2 points Major errors in description of both results and conclusions; or description of results or conclusions is missing.
Appropriate writing style	5 points The writing is accessible to the intended audience, includes appropriate elements to interest the reader, and includes the appropriate level of detail.	4 points The writing occasionally uses terms that are too technical, scientific, or fancy for the audience, or includes somewhat too much detail.	3 points The writing style contains several terms that are inaccessible, inappropriate, or distracting, or includes much too much detail.	2 points The writing style includes no elements that would interest or engage the reader.
Press Release Form	2 points The assignment includes all the relevant elements of a standard press release. (See the PLoS and uVic links in particular.)	1 point The assignment is missing some elements of a standard press release.	0 points The assignment contains few or no elements of a standard press release, or exceeds the one-page limit.	0 points
Overall Score	Level 4 15 or more	Level 3 11 or more	Level 2 7 or more	Level 1 0 or more