**RUBRIC FOR ASSESSING CANDIDATE SPEECH & INTERVIEW PERFORMANCES**

Remember that the following rubric only applies to a candidate’s performance while delivering a speech or being interviewed.

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| **CRITERIA** | **PERFORMANCE** |
| *Delivery* | |
| presented / read |  |
| tone – appropriate / condescending / hesitant |  |
| speed – appropriate & varied / too fast / too slow & groping |  |
| body language – relaxed / stiff / awkward |  |
| *Content* | |
| attention grabber – appropriate / inappropriate / none  (not required for interviews) |  |
| close – good / poor / none, just stopped talking  (not required for interviews) |  |
| candidate stand on issues – appropriately emphasized / used redundantly / omitted |  |
| voters & issues targeted - appropriate for location / confusing / unrelated to location  (not applicable for nationally televised interviews) |  |