Public Relations – Individual or Team Event Student Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ School\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

| Score Levels | Knowledge of Subject Matter\* | Conventions | Creativity\*\* | Presentation |
| --- | --- | --- | --- | --- |
| 20-25 | * Competitor’s Project shows clear knowledge of the Public Relations aspect.
 | * No spelling, grammatical, or punctuation errors
* High-level use of vocabulary and word choice
 | * Competitor’s Project was well thought out, very detailed, and creatively shows the Public Relations aspect.
 | * Multimedia is used to clarify and illustrate the main points
* Format enhances the content
* Presentation captures audience attention
* Presentation is organized and well laid out
 |
| 15-20 | * Competitor’s Project shows knowledge of the Public Relations aspect.
 | * Few (1 to 3) spelling, grammatical, or punctuation errors
* Good use of vocabulary and word choice
 | * Competitor’s Project was thought out, detailed, and shows the Public Relations aspect.
 | * Multimedia is used to illustrate the main points
* Format is appropriate for the content
* Presentation captures audience attention
* Presentation is well organized
 |
| 10-15 | * Competitor’s Project does not clearly show knowledge of the Public Relations aspect.
 | * Minimal (3 to 5) spelling, grammatical, or punctuation errors
* Low-level use of vocabulary and word choice
 | * Competitor’s Project contains little detail, is broad, shows little amount of Public Relations aspect.
 | * Multimedia loosely illustrates the main points
* Format does not suit the content
* Presentation does not capture audience attention
* Presentation is loosely organized
 |
| 0-10 | * Competitor’s Projects shows little to no knowledge of the Public Relations aspect.
 | * More than 5 spelling, grammatical, or punctuation errors
* Poor use of vocabulary and word choice
 | * Competitor’s Project seems rushed, very little detail, no specifics, very broad, shows very little amount of Public Relations aspect.
 | * Presentation appears sloppy and/or unfinished
* Multimedia is overused or underused
* Format does not enhance content
* Presentation has no clear organization
 |
| Score |  |  |  |  |

**![C:\Users\Nathon Taylor\Desktop\FCCLA logo[1].jpg]()**

**Competition Level:**

Junior Consumer

Senior Consumer

Senior Occupational

**Circle Rating Achieved:**

Gold – 90 – 100

Silver – 70 – 89

Bronze – 0 – 69

**First Tie Breaker\***

**Second Tie Breaker\*\***

**Total Points\_\_\_\_\_\_\_\_\_\_**

**Verification of Total Score, Please Initial**

**Evaluator \_\_\_\_\_\_\_\_\_**

**Room Consultant\_\_\_\_\_\_\_\_\_**

**Final Verification \_\_\_\_\_\_\_\_\_**