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 |  |  |  |  |

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**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 \_\_\_\_\_\_\_\_\_**