

Normalized scores are reported here. Normalization is a statistical process allowing for the comparison of different datasets (i.e., sections) in a way that eliminates the effects of certain influences (i.e., different judges). Scores are reported as if participants were all evaluated by the same judge, when in fact they were not.

Category	Normal score	International			
		%ile	low	med	high
Preliminary Written Entry	54	89			
Preliminary Oral Presentation	37	90			
Final Written Entry	50	82			
Final Oral Presentation	37	100			
Overall	91	93			



Student:

School:

Location:

Competitive Event: Public Relations Project

International percentile rank is reported here. The percentile rank of the normalized score is interpreted as the percentage of all participants who scored at or below the score of interest.

Performance on the preliminary and final (if applicable) written entry is reported here. The specific evaluation criteria used by the judge is reported line by line.

Performance on the preliminary and final (if applicable) oral presentation is reported here. The specific evaluation criteria used by the judge is reported line by line.

Preliminary Written Entry						Final Written Entry							
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. One-page description of the project	✓	75					1. One-page description of the project	✓	100				
2. Statement and description of the issue to be addressed	✓	100					2. Statement and description of the issue to be addressed		20				
3. Rationale for selecting the issue		56					3. Rationale for selecting the issue		88				
4. Description of the target population		58					4. Description of the target population		88				
5. Local print and broadcast media available	✓	100					5. Local print and broadcast media available		64				
6. Other possible promotional activity(ies)	✓	100					6. Other possible promotional activity(ies)	✓	91				
7. Rationale for the media mix	✓	83					7. Rationale for the media mix		97				
8. Organizational chart/job descriptions	✓	100					8. Organizational chart/job descriptions	✓	100				
9. Description of the campaign and documentation	✓	89					9. Description of the campaign and documentation		67				
10. Estimated impact on the target population	✓	92					10. Estimated impact on the target population	✓	100				
11. Evaluation of the process	✓	88					11. Evaluation of the process	✓	94				
12. Recommendations for future campaigns	✓	84					12. Recommendations for future campaigns	✓	100				
13. Professional layout, neatness, proper grammar, spelling and word usage	✓	100					13. Professional layout, neatness, proper grammar, spelling and word usage	✓	100				
Preliminary Oral Presentation						Final Oral Presentation							
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation	✓	87					1. Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		82				

Key: NV=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations

Met Prof. = If this box is checked, the judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.