

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	51	76	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	39	95	<div></div>	<div></div>	<div></div>
Overall	90	81	<div></div>	<div></div>	<div></div>



**Student:** Jennifer Qu  
**School:** Branksome Hall  
**Association:** Ontario  
**Competitive Event:** Public Relations Project

Preliminary Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One- to three-page description of the project	✓	87	<div></div>	<div></div>	<div></div>
2. Statement and description of the issue to be addressed	✓	80	<div></div>	<div></div>	<div></div>
3. Rationale for selecting the issue	✓	80	<div></div>	<div></div>	<div></div>
4. Description of the target population	✓	75	<div></div>	<div></div>	<div></div>
5. Local print and broadcast media available	✓	100	<div></div>	<div></div>	<div></div>
6. Other possible promotional activity(ies)	✓	100	<div></div>	<div></div>	<div></div>
7. Media mix and rationale	✓	80	<div></div>	<div></div>	<div></div>
8. Organizational chart/job descriptions	✓	100	<div></div>	<div></div>	<div></div>
9. Description of the campaign and documentation	✓	100	<div></div>	<div></div>	<div></div>
10. Estimated impact on the target population	✓	100	<div></div>	<div></div>	<div></div>
11. Evaluation of the process		60	<div></div>	<div></div>	<div></div>
12. Recommendations for future campaigns	✓	100	<div></div>	<div></div>	<div></div>
13. Professional layout, neatness, proper grammar, spelling and word usage		50	<div></div>	<div></div>	<div></div>

Key: NED = Not enough data, 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.

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Preliminary Oral Presentation					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Opening presentation; overview and description of the project	✓	100	<div></div>	<div></div>	<div></div>
2. Organization, clarity and effectiveness of the presentation	✓	100	<div></div>	<div></div>	<div></div>
3. Initiate the project by identifying the issue to be addressed?	✓	100	<div></div>	<div></div>	<div></div>
4. Plan and organize the project?	✓	100	<div></div>	<div></div>	<div></div>
5. Execute and implement the campaign?	✓	100	<div></div>	<div></div>	<div></div>
6. Evaluate and close the project?	✓	100	<div></div>	<div></div>	<div></div>
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	80	<div></div>	<div></div>	<div></div>

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