

Category	Normal score	International %ile	low	mid	high
Preliminary Written Entry	39	46	<div></div>	<div></div>	<div></div>
Preliminary Oral Presentation	36	83	<div></div>	<div></div>	<div></div>
Final Written Entry	44	46	<div></div>	<div></div>	<div></div>
Final Oral Presentation	37	76	<div></div>	<div></div>	<div></div>
Overall	75	53	<div></div>	<div></div>	<div></div>



**Student:** Aaron Zhang  
**School:** Bayview SS  
**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		25	<div></div>	<div></div>	
2. Statement and description of the issue to be addressed		60	<div></div>	<div></div>	
3. Rationale for selecting the issue		60	<div></div>	<div></div>	
4. Description of the target population	✓	75	<div></div>	<div></div>	
5. Local print and broadcast media available		50	<div></div>	<div></div>	
6. Other possible promotional activity(ies)	✓	75	<div></div>	<div></div>	
7. Media mix and rationale	✓	80	<div></div>	<div></div>	
8. Organizational chart/job descriptions	✓	100	<div></div>	<div></div>	
9. Description of the campaign and documentation	✓	80	<div></div>	<div></div>	
10. Estimated impact on the target population	✓	75	<div></div>	<div></div>	
11. Evaluation of the process		60	<div></div>	<div></div>	
12. Recommendations for future campaigns		60	<div></div>	<div></div>	
13. Professional layout, neatness, proper grammar, spelling and word usage	✓	100	<div></div>	<div></div>	

Final Written Entry					
	Met Prof	Intl %ile	NV	BE	ME EE
1. Executive Summary: One- to three-page description of the project	✓	60	<div></div>	<div></div>	
2. Statement and description of the issue to be addressed	✓	100	<div></div>	<div></div>	
3. Rationale for selecting the issue	✓	75	<div></div>	<div></div>	
4. Description of the target population		33	<div></div>	<div></div>	
5. Local print and broadcast media available	✓	66	<div></div>	<div></div>	
6. Other possible promotional activity(ies)		33	<div></div>	<div></div>	
7. Media mix and rationale		33	<div></div>	<div></div>	
8. Organizational chart/job descriptions	✓	66	<div></div>	<div></div>	
9. Description of the campaign and documentation	✓	100	<div></div>	<div></div>	
10. Estimated impact on the target population	✓	66	<div></div>	<div></div>	
11. Evaluation of the process		50	<div></div>	<div></div>	
12. Recommendations for future campaigns	✓	66	<div></div>	<div></div>	
13. Professional layout, neatness, proper grammar, spelling and word usage		66	<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							Final Oral Presentation						
	Met Prof	Intl %ile	NV	BE	ME	EE		Met Prof	Intl %ile	NV	BE	ME	EE
1. Opening presentation; overview and description of the project	✓	88	<div><div></div><div></div><div></div><div></div></div>				1. Opening presentation; overview and description of the project	✓	66	<div><div></div><div></div><div></div><div></div></div>			
2. Organization, clarity and effectiveness of the presentation	✓	100	<div><div></div><div></div><div></div><div></div></div>				2. Organization, clarity and effectiveness of the presentation	✓	100	<div><div></div><div></div><div></div><div></div></div>			
3. Initiate the project by identifying the issue to be addressed?	✓	100	<div><div></div><div></div><div></div><div></div></div>				3. Initiate the project by identifying the issue to be addressed?	✓	100	<div><div></div><div></div><div></div><div></div></div>			
4. Plan and organize the project?	✓	80	<div><div></div><div></div><div></div><div></div></div>				4. Plan and organize the project?	✓	100	<div><div></div><div></div><div></div><div></div></div>			
5. Execute and implement the campaign?	✓	80	<div><div></div><div></div><div></div><div></div></div>				5. Execute and implement the campaign?	✓	100	<div><div></div><div></div><div></div><div></div></div>			
6. Evaluate and close the project?	✓	80	<div><div></div><div></div><div></div><div></div></div>				6. Evaluate and close the project?	✓	100	<div><div></div><div></div><div></div><div></div></div>			
7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	100	<div><div></div><div></div><div></div><div></div></div>				7. Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all	✓	66	<div><div></div><div></div><div></div><div></div></div>			

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