EVALUATION FORM
Public Relations Strategies

Member Name _____ Date _____

Evaluator _____ **Speech Length:** 5 – 7 minutes

Speech Title _____

Purpose Statements

- The purpose of this project is for the member to practice the skills needed to effectively use public relations strategies for any group or situation.
- The purpose of this speech is for the member to share some aspect of his or her public relations strategy.

Notes for the Evaluator

During the completion of this project, the member created a public relations plan.

About this speech:

- The member will deliver a well-organized speech about a real or hypothetical public relations strategy.
- The speech should be informational, but may include humor and visual aids.
- The speech should be engaging.
- The speech should not be a report on the content of the "Public Relations Strategies" project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	**4** EXCELS	**3** ACCOMPLISHED	**2** EMERGING	**1** DEVELOPING

Clarity: Spoken language is clear and is easily understood

5	4	3	2	1

Comment:

Vocal Variety: Uses tone, speed, and volume as tools

5	4	3	2	1

Comment:

Eye Contact: Effectively uses eye contact to engage audience

5	4	3	2	1

Comment:

Gestures: Uses physical gestures effectively

5	4	3	2	1

Comment:

Audience Awareness: Demonstrates awareness of audience engagement and needs

5	4	3	2	1

Comment:

Comfort Level: Appears comfortable with the audience

5	4	3	2	1

Comment:

Interest: Engages audience with interesting, well-constructed content

5	4	3	2	1

Comment:

Topic: Shares some aspect of his or her public relations strategy

5	4	3	2	1

Comment:

Visual Aids: Uses visual aids effectively (use of visual aids is optional)

5	4	3	2	1

Comment:

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

Clarity

5 – Is an exemplary public speaker who is always understood

4 – Excels at communicating using the spoken word

3 – Spoken language is clear and is easily understood

2 – Spoken language is somewhat unclear or challenging to understand

1 – Spoken language is unclear or not easily understood

Vocal Variety

5 – Uses the tools of tone, speed, and volume to perfection

4 – Excels at using tone, speed, and volume as tools

3 – Uses tone, speed, and volume as tools

2 – Use of tone, speed, and volume requires further practice

1 – Ineffective use of tone, speed, and volume

Eye Contact

5 – Uses eye contact to convey emotion and elicit response

4 – Uses eye contact to gauge audience reaction and response

3 – Effectively uses eye contact to engage audience

2 – Eye contact with audience needs improvement

1 – Makes little or no eye contact with audience

Gestures

5 – Fully integrates physical gestures with content to deliver an exemplary speech

4 – Uses physical gestures as a tool to enhance speech

3 – Uses physical gestures effectively

2 – Uses somewhat distracting or limited gestures

1 – Uses very distracting gestures or no gestures

Audience Awareness

5 – Engages audience completely and anticipates audience needs

4 – Is fully aware of audience engagement/needs and responds effectively

3 – Demonstrates awareness of audience engagement and needs

2 – Audience engagement or awareness of audience requires further practice

1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

5 – Appears completely self-assured with the audience

4 – Appears fully at ease with the audience

3 – Appears comfortable with the audience

2 – Appears uncomfortable with the audience

1 – Appears highly uncomfortable with the audience

Interest

5 – Fully engages audience with exemplary, well-constructed content

4 – Engages audience with highly compelling, well-constructed content

3 – Engages audience with interesting, well-constructed content

2 – Content is interesting but not well-constructed or is well-constructed but not interesting

1 – Content is neither interesting nor well-constructed

Topic

5 – Delivers an exemplary speech about some aspect of his or her public relations strategy

4 – Delivers a compelling speech about some aspect of his or her public relations strategy

3 – Shares some aspect of his or her public relations strategy

2 – Mentions some aspect of his or her public relations strategy but does not fully address

1 – Speaks on a topic other than his or her public relations strategy

Visual Aids (Optional)

5 – Visual aids are an integral and seamless part of an exemplary presentation

4 – Use of visual aids enhances the speech or presentation of the public relations strategy

3 – Uses visual aids effectively

2 – Use of visual aids is somewhat effective but could be improved

1 – Use of visual aids is ineffective