**Public Relations Demonstration Rubric**

**Student/Team: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Course: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| --- |
| **Scoring Criteria** |
| *The student/team* | Excellent 4 | Good 3 | Needs Improvement 2 | Unacceptable 1 |
| **Presents the information.** |  |  |  |  |
| Displays FFA knowledge / experience |  |  |  |  |
| Delivers with conciseness and clarity |  |  |  |  |
| Organizes materials |  |  |  |  |
| Maintains interest of audience |  |  |  |  |
| Delivers presentation that is innovative, unique, and creative and suitable to audience |  |  |  |  |
| Participates equally as a team |  |  |  |  |
| Exhibits overall quality and effectiveness |  |  |  |  |
| *Subtotal for presenting the information* |  |  |  |  |
| **Completes an interview.** |  |  |  |  |
| Uses language skills |  |  |  |  |
| Uses proper grammar |  |  |  |  |
| Avoids speech mannerisms |  |  |  |  |
| Uses communication skills |  |  |  |  |
| *Subtotal for using language skills* |  |  |  |  |
| **Maintains vocal quality.** |  |  |  |  |
| Maintains vocal pitch |  |  |  |  |
| Maintains desirable tone |  |  |  |  |
| Delivers with vocal force |  |  |  |  |
| *Subtotal for vocal quality* |  |  |  |  |

**Notes:**

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| *The student/team* | Excellent 4 | Good 3 | Needs Improvement 2 | Unacceptable 1 |
| **Maintains personal appearance.** |  |  |  |  |
| Displays personal grooming |  |  |  |  |
| Maintains proper dress |  |  |  |  |
| Displays proper posture |  |  |  |  |
| Maintains poise |  |  |  |  |
| *Subtotal for personal appearance* |  |  |  |  |
| **Creates confident aura.** |  |  |  |  |
| Uses power of expression |  |  |  |  |
| Maintains fluency |  |  |  |  |
| Speaks with sincerity |  |  |  |  |
| Emphasizes points |  |  |  |  |
| Maintains stage presence and personality |  |  |  |  |
| Responds to questions |  |  |  |  |
| Creates overall impression |  |  |  |  |
| *Subtotal for Interview* |  |  |  |  |
| Stays within time limits |  |  |  |  |
| **Summative Total** |  |  |  |  |

**Notes:**