

**57TH ANVIL RUBRICS**  
**I. PUBLIC RELATIONS PROGRAM**

**A. PR PROGRAMS ON SUSTAINED BASIS**

<b>Defining the Need and Objectives (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Implementation of strategy to target public/s. Use of both traditional and digital platforms and other PR tactics, as necessary.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	The objectives are undefined or defined.	The objectives are not clearly defined or not aligned with the current needs, opportunities, and challenges.	The needs and objectives are clearly defined and aligned with the current demands, opportunities, challenges.	The PR program has anticipated and resolved over the years of implementing an exceptional explanation of the needs and objectives, including challenges.	The PR program is defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges. It's a clear explanation of needs and objectives.
<b>Target Audience and Strategy (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Research-based and planned to achieve objectives.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	It is broadly defined, missing some necessary details.	It gives a clear picture of the target audience profiles, and strategies are enumerated	It provides a clear picture of the target audience profile based on studies. The strategy is base on data.	The audience analysis is relay accordingly and how the strategies are created based on their understanding of the audience and business
<b>Execution Elements (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Implementation of strategy to target public/s. Use of both traditional and digital platforms and other PR tactics, as necessary.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	Broadly defined, missing some necessary details.	Gives clear results based on metrics.	It provides clear, detailed, and measurable results, including potential ways to expand the program for more impact. The program is online.	The program per year of execution was sustainable over the past years. Historical data shows the resulting base in external sources like google/online analytics, PR coverage, PR values, and more

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<b>Impact (30 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall measurable results on target publics and achievement of PR objectives. Impact based on google/online analytics, PR values, the survey of or feedback from target audience, and other external measures.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	Missing or incomplete	It is broadly defined, missing some necessary details.	Gives good results based on metrics	Provides clear, detailed, and measurable results, including potential ways to expand the program for more impact. The program is online. Gives good results based on metrics	The program per year of execution was sustainable over the past years. Historical data shows the resulting base in external sources like google/online analytics, PR coverage, PR values, and more
<b>Presentation of entry</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
The overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	The writing is poor, with 1 or 2 grammatical errors.	The writing is poor. Paragraphs are long, with No grammatical errors.	The writing is average, some paragraphs are short, and some are too long and with no grammatical errors.	The writing is above average. Most paragraphs are short but substantial. No grammatical errors. With good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With the superior presentation of graphs/charts and other visual images.
<b>Special score</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score allows the judge to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Defining the Need and Objectives (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	The objectives are undefined or defined.	The objectives are not clearly defined or not aligned with the current needs, opportunities, and challenges.	The needs and objectives are clearly defined and aligned with the current demands, opportunities, challenges.	The PR program has anticipated and resolved over the years of implementing an exceptional explanation of the needs and objectives, including challenges.	The PR program is defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges. It's a clear explanation of needs and objectives.
Target Audience and Strategy (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
The overall presentation of the entry - from writing to graphs/charts presented.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	The writing is poor, and the paragraphs are long. There is no grammatical correctness, and it is broadly defined, missing some other details and a lot of errors.	It gives a clear picture of the target audience profiles, and strategies are enumerated.	It provides a clear picture of the target audience profile based on studies. The strategy is base on data.	The audience analysis is relay accordingly and how the strategies are created based on their understanding of the audience and business objectives.
Impact (30 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Overall measurable results on target publics and achievement of PR objectives. Impact based on google/online analytics, PR values, the survey of or feedback from target audience, and other external measures.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	Missing or incomplete.	It is broadly defined and missing some necessary details.	Gives clear results based on metrics.	It provides clear, detailed, and measurable results, including potential ways to expand the program for more impact. The program is online.	The program per year of execution was sustainable over the past years. Historical data shows the resulting base in external sources like google/online analytics, PR coverage, PR values, and more

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I. PUBLIC RELATIONS PROGRAM**

**B. SPECIFIC STAKEHOLDERS**

<b>Presentation of entry</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
The overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors. identified or defined.	Writing is very poor. With 1 or 2.	Writing is average. Some paragraphs are short, and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With the superior presentation of graphs/charts and other visual images.
<b>Special score</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score allows the judge to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**57TH ANVIL RUBRICS  
I. PUBLIC RELATIONS PROGRAM**

**C. SPECIALIZED PR PROGRAM**

<b>Defining the Need and Objectives (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	The objectives are undefined or defined.	The objectives are not clearly defined or not aligned with the current needs, opportunities, challenges.	The needs and objectives are clearly defined and aligned with the current demands, opportunities, challenges.	The PR program has anticipated and resolved over the years of implementing an exceptional explanation of the needs and objectives, including challenges.	The PR program is defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges. It's a clear explanation of needs and objectives.

Target Audience and Strategy (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Research-based and planned to achieve objectives.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	It is broadly-defined, missing some necessary details.	It gives a clear picture of the target audience profiles, and strategies are enumerated.	The PR program has anticipated and resolved over the years of implementing an exceptional explanation of the needs and objectives, including challenges.	The audience analysis is relay accordingly and how the strategies are created based on their understanding of the audience and business objectives.
Execution Elements (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Implementation of strategy to target public/s. Use of both traditional and digital platforms and other PR tactics, as necessary.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	It is broadly defined, missing some necessary details.	Gives a clear picture of the implementation in both traditional and digital platforms.	It provides a thorough description of implementation versus strategies.	A thorough explanation of how the execution is covered is not just the program goal but to foresee the events that show a significant understanding of the target audience, implementation, and business goals.
Impact (30 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Overall measurable results on target publics and achievement of PR objectives. Impact based on google/online analytics, PR values, the survey of or feedback from target audience, and other external measures.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	Missing or incomplete.	It is Broadly defined, missing some necessary details.	Gives good results based on metrics.	It provides clear, detailed, and measurable results, including potential ways to expand the program for more impact. The program is online.	The program per year of execution was sustainable over the past years. Historical data shows the resulting base in external sources like google/online analytics, PR coverage, PR values, and more.

**57TH ANVIL RUBRICS  
I. PUBLIC RELATIONS PROGRAM**

**C. SPECIALIZED PR PROGRAM**

<b>Presentation of entry (5)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is very poor with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short and some are too long. No grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With very good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With superior presentation of graphs/charts and other visual images.
<b>Special score (5)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score gives the judge an opportunity to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**57TH ANVIL RUBRICS  
I. PUBLIC RELATIONS PROGRAM**

**D. DIGITAL PR PROGRAM**

<b>Defining the Need and Objectives (20 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	The objectives are not identified or defined.	The objectives are not clearly defined or not aligned with the current needs, opportunities, and challenges.	The needs and objectives are clearly defined and aligned with the current demands, opportunities, challenges.	The PR program has anticipated and resolved over the years of implementing an exceptional explanation of the needs and objectives, including challenges.	The PR program is defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges. It's a clear explanation of needs and objectives.

Target Audience and Strategy (20 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Research-based and planned to achieve objectives.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Missing or incomplete.	It is broadly defined, missing some necessary details.	It gives a clear picture of the target audience profiles, and strategies are enumerated.	It provides a clear picture of the target audience profile based on studies. The strategy is base on data.	The audience analysis is relay accordingly and how the strategies are created based on their understanding of the audience and business objectives.
Customer Experience (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
The digital assets used in the Digital PR program are easy to access and navigate. It works on any device and in any modern web browser. It supports all interactivity and multi-media features that could use for presentations, tutorials, among others.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	Cannot be accessed	Some difficulty in accessing/using and navigating.	With some access. Works in at least two devices and any modern-day browser.	It is easy to access, use and navigate, works on at least two devices and in any modern-day browser, and supports other interactivity.	It is very user-friendly. Works on more than three devices and in any modern-day browser and supports all types of interactivity. The multi-media features can share for presentations, tutorials, and the like.
Impact (30 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Here is how the digital asset work in terms of exposure and efficacy. The uncovering refers to engagement rate, sentiment rate, click-through rate, view-through rate, spam rate, etc. and effectiveness refers to favorability, message association/differentiation, affinity, and the like.	<b>0</b>	<b>10</b>	<b>15</b>	<b>20</b>	<b>30</b>
	There is no impact.	There is evidence of at least one exposure metric.	Shows results of at least two exposure metrics and one effectiveness metric.	It provides results of at least three exposure metrics and at least two effectiveness metrics that correspond with the goal/s of the digital asset.	It provides results of more than three exposure metrics and at least three effectiveness metrics that correspond with the goals of the digital asset.

**57TH ANVIL RUBRICS  
I. PUBLIC RELATIONS PROGRAM**

**D. DIGITAL PR PROGRAM**

<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
The overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is poor, with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long and have no grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With the superior presentation of graphs/charts and other visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With the superior presentation of graphs/charts and other visual images.
<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score allows the judge to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**57TH ANVIL RUBRICS  
I. PUBLIC RELATIONS PROGRAM**

**E. CRISIS COMMUNICATION MANAGEMENT**

<b>Detailed incident report with assessment (15 pts)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
Stated clearly and quantitatively, relevant to all organizational objectives; addresses current needs, opportunities, challenges. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).	<b>5</b>	<b>10</b>	<b>15</b>	<b>18</b>	<b>15</b>
	The incident did not mention, and objectives did not identify or define.	The incident was not clearly defined and is not align with the organizational objectives.	The incident and assessment of the situation are clearly defined and aligned with the organizational objectives.	The exceptional explanation of the incident with data on the business is the impact of the crisis.	The multi-faceted explanation of the incident and assessment of the situation shows with data. It shows the impact of the crisis on business.



Crisis communication plan (25 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
<p>A detailed plan shows how the organization handled the crisis. It includes objectives, strategies, key messages, communication procedures. Objectives stated as SMART (specific, measurable, attainable, relevant, time-bound).</p>	<p>Missing or incomplete.</p>	<p>Broadly defined, missing some necessary details.</p>	<p>Gives a clear picture of the strategies and how the crisis will be resolved.</p>	<p>Exceptional explanation of the need and objectives with emphasis on the needs, opportunities, challenges with concrete targets for resolution.</p>	<p>Superior explanation of the need and objectives of the crisis defined in a multi-faceted manner with data, metrics and justified with the current needs, opportunities and challenges.</p>
<p><b>Execution Elements (25 pts)</b></p>	<p><b>Does not meet expectations</b></p>	<p><b>Approaches Expectations</b></p>	<p><b>Meets Expectation</b></p>	<p><b>Aligned, significant result</b></p>	<p><b>Exceeds expectation</b></p>
<p>The implementation of a strategy targets the public. Concrete mitigating results to prevent escalation of the crisis were implemented.</p>	<p>Missing or incomplete.</p>	<p>It is broadly defined, missing some necessary details.</p>	<p>It gives a clear picture of the implementation.</p>	<p>It provides a thorough description of the implementation versus strategies, emphasis on the urgency of the problem. It is addressed accordingly in a timely and appropriate manner. Some mitigating results to prevent escalation of the crisis were implemented.</p>	<p>It's a thorough explanation of how the execution has covered the crisis, but the same as the unforeseen situations. It shows a significant understanding of the situation, stakeholders involved vis-à-vis implementation, and business goals. Its very concrete and complete description of mitigating results to prevent escalation of the crisis implemented.</p>

Impact (35 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
It provides a thorough description of the implementation versus strategies, emphasis on the urgency of the problem. It is addressed accordingly in a timely and appropriate manner. Some mitigating results to prevent escalation of the crisis were implemented.	<b>5</b>	<b>15</b>	<b>25</b>	<b>30</b>	<b>35</b>
	Missing or incomplete.	Impact broadly defined or missing some necessary details.	It gives good results based on metrics.	Provides clear, detailed, and measurable results, including potential ways to prevent a similar crisis. Program/s, after the crisis resolve, could be searched online or has documentation.	Its shows how the program has made an impact on the specific stakeholder with before and after data. The Impact is gauge in either internal or external sources like employee portal, PR coverage, and the like. Learning from the crisis was included in the crisis communication manual or social media playbook to either prevent a similar predicament crisis or address the same situation in the future.
Presentation of entry (5 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
The overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is poor, with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. No grammatical errors.	Writing is average. Some paragraphs are short, and some are too long. There are no grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With good visual images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With the superior presentation of graphs/charts and other visual images.
Presentation of entry (5 pts)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
The overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Content (30 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Relevance, messaging, information sufficiency, suitability to target publics, and excellence of writing, editing, compliance with intellectual property, production, planning, and management.	<b>5</b>	<b>15</b>	<b>25</b>	<b>30</b>	<b>35</b>
	The material is not relevant.	It is broadly defined, missing some necessary details.	It gives a clear picture of the publication's relevance and messaging. Information is sufficient.	Exceptional explanation of publication's relevance. Clear messaging. Information is sufficient. Suitable to target the public. With excellent writing, editing, and compliant with intellectual property, production planning, and management.	Higher-level explanation of need and objectives of the publication as against similar publications available now. Very clear messaging, information sufficient. Suitable to target the public. Excellent writing, editing, and compliance with intellectual property, production planning, and management.
Concept Design & Creative Execution (20 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
The appropriate design brief is for the goals of the publication.	<b>0</b>	<b>5</b>	<b>10</b>	<b>15</b>	<b>20</b>
	The concept design and creative execution is not consistent.	Broadly defined, missing some necessary details.	Concept design and creative execution are aligned.	Concept design and creative execution based on benchmarks/studies. Aligned with the goals of the publication.	Concept design and creative execution show the relevance of a publication to the business goals. It shows creativity with the use of resources.
Digital Presence (10 points)	Does not meet expectations	Approaches Expectations	Meets Expectation	Aligned, significant result	Exceeds expectation
Works on any device and in any modern web browser and supports all interactivity. With multi-media features can share for presentations, tutorials, among others.	<b>0</b>	<b>4</b>	<b>6</b>	<b>8</b>	<b>10</b>
	No digital presence.	A Digital presence in one platform.	A digital presence in two platforms (i.e. website and social media).	A digital presence in three platforms (i.e. website, FB, Youtube) with some data on reach, engagement in social media.	The digital presence is in more than three platforms (i.e. website, FB, Youtube, Twitter, etc.). Data from multi-media platforms are shareable or downloadable for presentations, tutorials, and the like.

<b>Impact (30 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
It is how it achieved its PR objectives and engaged the target publics. Proof of impact could be unsolicited feedback, post-publication survey, or other positive inputs from the target publics.	<b>5</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>30</b>
	There is no impact.	The impact is broadly defined. Some details in showing impact are missing.	It gives good results based on metrics.	Provides clear and measurable results as well as potential ways to improve the publication for more impact.	The higher-level explanation of the objectives publication is against similar tools available now, with feedback from recipients publication. Feedback could be offline or online.
<b>Presentation of entry (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
The overall presentation of the entry - from writing to graphs/charts presented.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	Writing is poor, with 1 or 2 grammatical errors.	Writing is poor. Paragraphs are long. There are no grammatical errors.	The writing is average. Some paragraphs are short, and some are too long. There are no grammatical errors.	Writing is above average. Most paragraphs are short but substantial. No grammatical errors. With good four images.	Writing is excellent. All paragraphs are short but substantial. No grammatical errors. With the superior presentation of graphs/charts and other visual images.
<b>Special score (5 points)</b>	<b>Does not meet expectations</b>	<b>Approaches Expectations</b>	<b>Meets Expectation</b>	<b>Aligned, significant result</b>	<b>Exceeds expectation</b>
This score allows the judge to rank entries by assigning a score of anywhere between 1 to 5.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>