

<b>Ohio</b>	<b>Excellent 5</b>	<b>Very Good 4</b>	<b>Good 3</b>	<b>Fair 2</b>	<b>Poor 1</b>	<b>Weighting</b>	<b>Score</b>	<b>Comments</b>
<b>Rationale</b>	1. Current year theme 2. Logical Connection to # 1 3. Clearly Stated 4. Supportive 5. Summarized	Four of Five Characteristics are evident	Three of Five Characteristics are evident	Two of Five Characteristics are evident	One of Five Characteristics are evident	X 5		
<b>Objectives of the Project</b>	1. Clear 2. Specific 3. Measurable 4. Logical 5. Relevant	4 of 5	3 of 5	2 of 5	1 of 5	X 5		
<b>Target Audience to Address</b>	1. Audience listed 2. Method of Selection Logical 3. Practical audience to reach 4. Audience(s) profiled 5. Clearly presented	4 of 5	3 of 5	2 of 5	1 of 5	X 4		
<b>Key Messages</b>	1. Messages Listed 2. Logically Organized 3. Realistic 4. Well Described 5. Clearly Presented	4 of 5	3 of 5	2 of 5	1 of 5	X 3		
<b>Media Selection</b>	1. Media listed 2. Choice(s) well described 3. Logical 4. Research for selection given 5. Clearly Presented	4 of 5	3 of 5	2 of 5	1 of 5	X 4		
<b>Budget</b>	1. Easy to read / understand 2. Relates to spending timeline 3. Shows \$ in and out as needed 4. Mathematically correct 5. Clearly linked to project	4 of 5	3 of 5	2 of 5	1 of 5	X 2		
<b>Evaluation Criteria</b>	1. Linked to objectives 2. Logical measurement outlined 3. Reasonable data to collect 4. Can apply findings to improve 5. Clearly presented	4 of 5	3 of 5	2 of 5	1 of 5	X 3		
<b>Grammar, punctuation, spelling, style</b>	1. Correct grammar used 2. Correct punctuation 3. Correct spelling 4. Correct formal style 5. Readable	4 of 5	3 of 5	2 of 5	1 of 5	X 4		
<b>Ag Communications Project Rubric (#1)</b>	<b>FFA Chapter:</b>				<b>Total Earned =</b>			<b>Judges Initials:</b>