

Ohio	Excellent 5	Very Good 4	Good 3	Fair 2	Poor 1	Weighting	Score	Comments
Rationale	1.Current year theme 2. Logical Connection to # 1 3. Clearly Stated 4. Supportive 5. Summarized	Four of Five Characteristic s are evident	Three of Five Characteristic s are evident	Two of Five Characteristic s are evident	One of Five Characteristic s are evident	X 5		
Objectives of the Project	1. Clear 2. Specific 3. Measurable 4. Logical 5. Relevant	4 of 5	3 of 5	2 of 5	1 of 5	X 5		
Target Audience to Address	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		
Key Messages	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		
Media Selection	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		
Budget	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		
Evaluation Criteria	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		
Grammar, punctuation, spelling, style	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		
Ag Communications Project Rubric (#1)		FFA Chapter :			Total Earned =			Judges Initials=

PROJECT RUBRIC