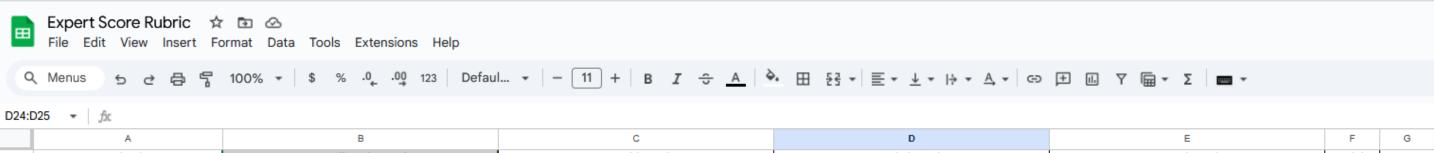
Expert Score Rubic:



	A	В	С	D	E	F	G
1	Criteria	Excellent (10 pts)	Good (7 pts)	Fair (4 pts)	Poor (0 pts)	Weight	
2	Professional Photo	High-resolution, well-lit, professional attire	Clear photo, appropriate but casual	Low resolution, background clutter	Missing or inappropriate	×1	
	Short Bio (Up to 250 Words)	Clear, concise, media-ready, highlights credentials a	Basic credentials with minor grammar/clarity issue	Vague or off-topic	Missing or unprofessional	×2	
	Areas of Expertise (Keywords)	Specific, relevant, SEO-friendly keywords that mate	Generally clear topics, some missed keywords	Overly broad or few keywords	None listed	×2	
	Media Coverage / Books / Topics	Includes multiple media mentions, books, or topics	One or two solid items listed	Basic or incomplete list	No media presence listed	×1.5	
	Contact Info (Email & Phone)	Both provided and match domain or firm; profession	One missing or generic email	Incomplete, or email/phone unprofessional	No contact info	×1.5	
	Website & Social Media Links	Fully linked and consistent branding across platforn	Some links provided, minor inconsistencies	Only one link or outdated platforms	None provided	×1.5	
	Mission Alignment	Profile clearly supports mission to inform public an	Generally aligns	Minimal evidence of alignment	No connection to mission	×1	
	Authenticity & Ethics	Full transparency on credentials, certifications, affil	Mostly authentic but lacks supporting details	Ambiguity in credentials	Misleading or unverifiable claims	×2	
)	Media Readiness	Press-ready with all profile elements polished and	Mostly complete, some areas could use tightening	Not quite ready for media use	Not usable for media outreach	×2	
	Membership Fit	Profile clearly matches category and shows value to	Reasonable fit	Weak alignment with chosen category	Category unclear or misleading	×1	
2							
3							