| Criteria | Excellent (10 pts) | Good (7 pts) |
| --- | --- | --- |
| Professional Photo | High-resolution, well-lit, professional attire | Clear photo, appropriate but casual |
| Short Bio (Up to 250 Words) | Clear, concise, media-ready, highlights credentials ar | Basic credentials with minor grammar/clarity issues |
| Areas of Expertise (Keywords) | Specific, relevant, SEO-friendly keywords that match | Generally clear topics, some missed keywords |
| Media Coverage / Books / Topics | Includes multiple media mentions, books, or topics v | One or two solid items listed |
| Contact Info (Email & Phone) | Both provided and match domain or firm; professior | One missing or generic email |
| Website & Social Media Links | Fully linked and consistent branding across platform: | Some links provided, minor inconsistencies |
| Mission Alignment | Profile clearly supports mission to inform public and | Generally aligns |
| Authenticity & Ethics | Full transparency on credentials, certifications, affili: | Mostly authentic but lacks supporting details |
| Media Readiness | Press-ready with all profile elements polished and st | Mostly complete, some areas could use tightening |
| Membership Fit | Profile clearly matches category and shows value to | Reasonable fit |

| Fair (4 pts) | Poor (0 pts) | Weight |
|---|---|---|
| Low resolution, background clutter | Missing or inappropriate | ×1 |
| Vague or off-topic | Missing or unprofessional | ×2 |
| Overly broad or few keywords | None listed | ×2 |
| Basic or incomplete list | No media presence listed | ×1.5 |
| Incomplete, or email/phone unprofessional | No contact info | ×1.5 |
| Only one link or outdated platforms | None provided | ×1.5 |
| Minimal evidence of alignment | No connection to mission | ×1 |
| Ambiguity in credentials | Misleading or unverifiable claims | ×2 |
| Not quite ready for media use | Not usable for media outreach | ×2 |
| Weak alignment with chosen category | Category unclear or misleading | ×1 |