

2026 America's Next Great Intern contest rubric

Category	Performance Indicators
Category 1: Email Etiquette	Subject line is short but descriptive
	Address the recipient with a proper title
	Email body is not one big paragraph
	Includes a courteous closing line and the student's name
Category 2: Research and Critical Thinking	Provides two questions for Michele DeMaio at Amazon
	Questions prove the student watched the provided video clips
	Questions show critical thinking about the Amazon advertising program
	Demonstrates appropriate writing skills (spelling, grammar, sentence structure)
Category 3: Ethical Dilemma	Provides a decision for the ethical dilemma
	Explains <i>why</i> the student made the decision
	Answer is thoughtful and not hurried
	Demonstrates appropriate writing skills (spelling, grammar, sentence structure)