



# Agricultural Communications

PA FFA State Convention  
June 13-15, 2023

*Chairs:*

*Jasmine VanSant - [jasmine\\_vansant@pequeavalley.org](mailto:jasmine_vansant@pequeavalley.org)*

*Mary Wurzbach - [mary.wurzbach@pennmanor.net](mailto:mary.wurzbach@pennmanor.net)*

# Contest Overview & Rules

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1. Teams must consist of 4 members

2. Each member should be in Official Dress

3. State contest will use National FFA Rubrics and follow National Rules: Handbook can be found [HERE](#)

4. Students must bring their own laptops/devices. ONLY A screen, projector and Jump Drives will be provided to teams for this event

# Schedule of Events

## Tuesday, June 13th

Event	Additional Notes/Info
Media Plan - Pitch	Teams will present their Media Plan Pitches to judges
Communications Quiz	On paper
Editing Exercise	On paper

## Wednesday, June 14th

Press Conference	Teams will listen to presenters/take notes/ask questions to prepare
Practicums: Web Design, Video Producer, Journalistic Writing, Opinion Writing	90 minutes to complete practicums - all technology must be brought by participating teams.

# Contest Scorecard

	Event	Individual Points	Team Points
1	Media Plan - Proposal		200
2	Media Plan - Pitch		175
3	Communications Quiz	25	100
	Editing Exercise	25	100
4	Web Design Practicum	100	100
	Video Producer Practicum	100	100
	Journalistic Writing: Press Release	100	100
	Opinion Writing: Letter to the Editor	100	100
<b>Total Possible Score</b>		<b>150</b>	<b>975</b>



# Media Plan – Proposal

## Overview:

- 200 points/team
- Written Document
- Team creates this together and submits this plan BEFORE the state event.
- Teams should ***FIRST*** read the 2023 Media Plan Scenario located on the next slide.
- Teams will create a Media Plan based on this scenario.
- Your team's Media Plan must be **emailed to contest chairs by Thursday, June 1st at 11:59pm**

## **Chairs' email:**

[jasmine\\_vansant@pequeavalley.org](mailto:jasmine_vansant@pequeavalley.org)

[mary.wurzbach@pennmanor.net](mailto:mary.wurzbach@pennmanor.net)



## **Resources:**

Rubric on Slide 7



# AGRICULTURAL COMMUNICATIONS TOPICS – 2023

## AGRICULTURE-RELATED MEDIA PLAN (200 POINTS/TEAM)

Teams will play the role of communications consultants and develop a media plan for an assigned scenario. The scenario will identify a client with a communications need and a budget. Please reference the current event specifications on the CDE webpage. At the national event, the team will make a pitch (oral presentation) of the media plan.

### 2023 MEDIA PLAN SCENARIO:

Your State FFA Association has approached your chapter's agricultural communications committee to select and promote one FFA alum/supporter from your state to various media outlets. Your committee has the option to decide what is included in the promotion of this individual. This promotion might consist of one or more of the following –

- A significant, innovative, or unique contribution of the alum/supporter in giving back to FFA or agricultural education programs within the state, their local community, or state-wide initiatives;
- A special project, event, or issue/challenge supported by efforts from the alum/supporter within FFA or agricultural education programs within the state;
- A unique service, action, or mentorship the alum/supporter provides to FFA or agricultural education programs within the state;
- Fundraising or scholarship support efforts initiated by the alum/supporter for FFA or agricultural education programs within the state;
- Other attributes associated with the alum/supporter that supports FFA and agricultural education programs, the local community, or state-wide initiatives.

Please remember that the plan should also focus on promoting agriculture, agricultural education, and the agricultural industry to consumers in your state.

# Media Plan – Proposal Rubric

## Media Plan – Proposal Scorecard

200 POINTS

Chapter \_\_\_\_\_ State \_\_\_\_\_ Team Number \_\_\_\_\_

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Overview (Executive Summary)	<ul style="list-style-type: none"> <li>Adequately explains the proposal/plan in enough detail that it can be understood without having to read the entire document</li> <li>Adequately details what is contained in the plan and how it will benefit the client</li> <li>Clearly details the objectives of the plan</li> </ul>	<ul style="list-style-type: none"> <li>Explains the proposal/plan fairly well, but does not provide enough detail to understand the proposal/plan without reading the entire document</li> <li>Details only some of what is contained in the plan and how it will benefit the client but is lacking in some detail</li> <li>Does not clearly or fully detail objectives of the plan</li> </ul>	<ul style="list-style-type: none"> <li>Incomplete overview provided; does not provide enough detail to understand the proposal/plan without reading the document</li> <li>Lacks detail on much of what is contained in the plan and how it will benefit the client</li> <li>Does not provide any detail on objectives of the plan</li> </ul>		X2	
Introduction	<ul style="list-style-type: none"> <li>Does not exceed 2 pages (combined with overview)</li> <li>Provides adequate, but brief background of the issue/topic</li> <li>Clearly states the problem and objectives to be addressed by the plan</li> <li>Clearly establishes a strong need for plan</li> <li>Describes how the plan will benefit the client</li> </ul>	<ul style="list-style-type: none"> <li>Exceeds 2-page limit (combined with overview)</li> <li>Provides only partial, incomplete background of the issue/topic</li> <li>Problem and objectives to be addressed by the plan are not clear to reader</li> <li>Need for the plan is not clearly stated or is not well established</li> <li>Plan's benefit to the client is not well supported</li> </ul>	<ul style="list-style-type: none"> <li>Introduction section is missing or incomplete</li> <li>Background of the issue/topic is not well defined or is missing</li> <li>Problem statement is unclear or missing</li> <li>Objectives are unclear or missing</li> <li>Need for the plan is not addressed</li> <li>No mention is made of plan's benefit to the client</li> </ul>		X3	
Description of Audience	<ul style="list-style-type: none"> <li>Does not exceed 1 page limit</li> <li>Clearly describes who the client is targeting with the media plan</li> <li>Detailed demographics of target audience(s) are included</li> </ul>	<ul style="list-style-type: none"> <li>Exceeds 1 page limit</li> <li>Who the client is targeting with the media plan is not well defined</li> <li>Only partial demographics of target audience(s) are included</li> </ul>	<ul style="list-style-type: none"> <li>Description of audiences is missing or incomplete</li> <li>Who the client is targeting with the media plan is not stated</li> <li>Only partial demographics of target audience(s) are included</li> </ul>		X3	
Detailed Strategic Plan	<ul style="list-style-type: none"> <li>Does not exceed 2-3-page limit</li> <li>Key messages or themes presented to communicate with target audience(s) are clearly presented</li> <li>Clearly restates objectives and adequately explains how they will be met</li> <li>Chosen mediums are suitable and appropriate to meet objectives and their use</li> </ul>	<ul style="list-style-type: none"> <li>Exceeds 2-3-page limit</li> <li>Key messages or themes are not clearly presented</li> <li>Objectives not restated clearly and explanation of how they will be met lacks clarity</li> <li>Chosen mediums are not well suited for plan and/or justification of their use is not well explained</li> <li>How plan will be executed is unclear</li> </ul>	<ul style="list-style-type: none"> <li>Key messages or themes are not presented</li> <li>Objectives are not restated and no explanation of how they will be met is provided</li> <li>Chosen mediums are not appropriate for plan and no justification of their use is provided</li> <li>How plan will be executed is not provided</li> <li>Social media plan and</li> </ul>		X6	

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Detailed Strategic Plan (cont.)	<ul style="list-style-type: none"> <li>is clearly justified</li> <li>Clearly describes how plan will be executed</li> <li>Clearly states and explains social media plan and tactics used to attract media attention using social media, including platforms to be used, plan to gain followers, plan to engage followers, and general ideas for messages to be posted</li> </ul>	<ul style="list-style-type: none"> <li>Social media plan and tactics used to attract media attention using social media are somewhat unclear</li> <li>Some key information is missing from social media tactics</li> </ul>	<ul style="list-style-type: none"> <li>tactics used to attract media attention using social media are incomplete and lack many of the key details needed.</li> </ul>			
Timeline	<ul style="list-style-type: none"> <li>Does not exceed 1 page limit</li> <li>Clearly and adequately explains duration of plan and timing of media tactics</li> <li>Easy to view and understand, well organized</li> </ul>	<ul style="list-style-type: none"> <li>Exceeds page limit</li> <li>Unclear or missing some terms of plan and media tactics</li> <li>Unrealistic timeframe for plan execution</li> <li>Confusing to view and/or understand or not well organized</li> </ul>	<ul style="list-style-type: none"> <li>Timeline is missing</li> <li>Mostly incomplete and does not contain the majority of items in plan or media tactics</li> </ul>		X2	
Evaluation	<ul style="list-style-type: none"> <li>Does not exceed 1 page limit</li> <li>Clearly describes adequate methods to determine if plan objectives were met</li> <li>Clearly details key performance indicators and measures of success</li> </ul>	<ul style="list-style-type: none"> <li>Exceeds 1 page limit</li> <li>Methods to determine if plan objectives were met are not clear or are not appropriate for the plan</li> <li>Key performance indicators and measures of success are unclear</li> </ul>	<ul style="list-style-type: none"> <li>Evaluation plan is missing</li> <li>No clear methods to determine if plan objectives were met are presented</li> <li>No key performance indicators or measures of success are provided</li> </ul>		X3	
Budget	<ul style="list-style-type: none"> <li>Does not exceed 1 page limit</li> <li>Clearly details and explains all costs associated with implementing the media plan</li> <li>Clearly explains how/why amount allocated to each activity was determined</li> </ul>	<ul style="list-style-type: none"> <li>Exceeds 1 page limit</li> <li>Costs associated with implementing the media plan are not well explained or some are missing</li> <li>Explanation of how/why amount allocated to each activity was determined is incomplete or unclear</li> </ul>	<ul style="list-style-type: none"> <li>Budget and justification are missing</li> <li>Few costs associated with implementing the media plan are explained</li> <li>No explanation of how/why amount allocated to each activity was determined is provided</li> </ul>		X4	
Conclusion	<ul style="list-style-type: none"> <li>Does not exceed 1 page limit</li> <li>Clear and well-articulated final summary of key points related to strategic plan is provided</li> <li>Well-reasoned final statement is presented to persuade client the plan is a good solution to their communication problem</li> </ul>	<ul style="list-style-type: none"> <li>Exceeds 1 page limit</li> <li>Final summary of key points related to strategic plan is incomplete or not well stated</li> <li>Final statement lacks persuasiveness to client and is not well supported by the plan</li> </ul>	<ul style="list-style-type: none"> <li>Conclusion is missing</li> <li>Final summary simply restates introduction and/or overview</li> <li>No final statement to persuade client is provided</li> </ul>		X2	
Appendices	<ul style="list-style-type: none"> <li>3 - 5 examples/terms provided</li> <li>At least 1 example social media post is provided</li> <li>Thoughtful, well-designed, and well-written, and relevant communications</li> </ul>	<ul style="list-style-type: none"> <li>Less than 3 examples/terms provided</li> <li>No example social media post is provided</li> <li>Quality of communications documents provided</li> </ul>	<ul style="list-style-type: none"> <li>No examples provided</li> <li>No example social media post is provided</li> <li>Poor quality of communications documents provided; poorly designed or contain many errors</li> </ul>		X6	

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Points
Proposal is Relevant to Scenario	<ul style="list-style-type: none"> <li>Entire proposal narrative focuses on addressing client's specific public communication needs</li> <li>Focuses specifically on current scenario</li> <li>Plan and all items within it are extremely relevant to provided scenario and client</li> <li>Creatively interprets scenario</li> </ul>	<ul style="list-style-type: none"> <li>Proposal mostly focuses on addressing client's specific public communication needs but sometimes loses focus or stray from client needs</li> <li>Lacks specific focus on current scenario provided to teams</li> <li>Is only somewhat relevant to scenario</li> <li>Some items within plan are not directly related to scenario or client</li> </ul>	<ul style="list-style-type: none"> <li>Examples provided are not relevant to plan objectives</li> <li>Proposal lacks a focus on addressing client's specific public communication needs and often loses sight of client needs</li> <li>Strays from current scenario provided to teams</li> <li>Plan and items contained within it are not at all relevant to current scenario or client</li> </ul>		X2	
Plan Includes All Requirements and Follows Formatting Guidelines	<ul style="list-style-type: none"> <li>Plan includes a creatively designed cover page with a title for the plan, CDE name, chapter name, participant names, and year</li> <li>Table of contents is complete and does not exceed one page</li> <li>Plan formatting guidelines are followed: double spaced, one-inch margins, page numbers included, 12 pt. Times New Roman font, PDF format, required section headings used</li> </ul>	<ul style="list-style-type: none"> <li>Cover page is missing 1-3 required pieces of information</li> <li>Cover page is not creatively designed</li> <li>Table of contents is incomplete</li> <li>Table of contents exceeds one page</li> <li>Plan formatting guidelines are mostly followed, but 1-3 formatting errors are present</li> </ul>	<ul style="list-style-type: none"> <li>Cover page is missing more than 3 required pieces of information</li> <li>Cover pages is disorganized and not well designed</li> <li>Table of contents is mostly incomplete or missing altogether</li> <li>Plan formatting guidelines are not well followed with more than 3 errors present</li> </ul>		X2	
Quality of Writing	<ul style="list-style-type: none"> <li>Very well-written plan</li> <li>Excellent use of grammar, spelling, punctuation, capitalization, and sentence structure with some errors present</li> <li>Correct use of APA citations</li> </ul>	<ul style="list-style-type: none"> <li>Mostly well-written plan</li> <li>Adequate use of grammar, spelling, punctuation, capitalization, and sentence structure with some errors present</li> <li>Some APA citation errors present</li> </ul>	<ul style="list-style-type: none"> <li>Poorly well-written plan</li> <li>Poor use of grammar, spelling, punctuation, capitalization, and sentence structure with many errors present</li> <li>Many APA citation errors present or no use of APA at all</li> </ul>		X5	
<b>TOTAL POINTS EARNED OUT OF 200 POSSIBLE</b>						200



# Media Plan Pitch – Presentation

## Overview:

- 175 points/team
- The team should present the media plan as if pitching it to the client identified in the scenario.
- The presentation should follow the structure of the written media plan.
- Teams should bring examples of materials that would be used in the execution of the plan (e.g., social media, broadcast advertising, print advertising, fliers)
- Each team member must participate in the presentation.
- 15 minutes allowed for presentation to judges, who will play the role of the client. Five points will be deducted over 15 minute.
- 5 minutes for questions by judges after presentation.
- Teams will have a total of 10 minutes for setting-up and tearing-down equipment.
- Projector, screen and table will be provided - please bring any additional equipment.

## Resources:

- Encourage teams to watch youtube videos of previous presentations!
- <https://www.youtube.com/watch?v=PvIR219Rh9c>
- <https://www.youtube.com/watch?v=yk70Bt5zJ34>







# Media Plan – Pitch Rubric

## Media Plan Pitch – Presentation Scorecard

175 POINTS

Chapter	State			Team Number		
INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Examples	<ul style="list-style-type: none"> <li>Examples are vivid, precise and clearly explained</li> <li>Examples are original, logical and relevant</li> </ul>	<ul style="list-style-type: none"> <li>Examples are usually concrete, sometimes need clarification</li> <li>Examples are effective, but need more originality or thought</li> </ul>	<ul style="list-style-type: none"> <li>Examples are abstract or not clearly defined</li> <li>Examples are sometimes confusing, leaving the listeners with questions</li> </ul>		X 5	
Confidence in speaking	<ul style="list-style-type: none"> <li>Speaks very articulately</li> <li>Never has the need for unnecessary pauses or hesitation when speaking</li> <li>Speaks at the right pace to be clear</li> <li>Pronunciation of words is very clear and intent is apparent</li> </ul>	<ul style="list-style-type: none"> <li>Sometimes speaks articulately</li> <li>Occasionally has the need for a long pause or moderate hesitation when speaking</li> <li>Speaks at the right pace most of the time, but shows some nervousness</li> <li>Pronunciation of words is usually clear, sometimes vague</li> </ul>	<ul style="list-style-type: none"> <li>Rarely articulate</li> <li>Frequently hesitates or has long, awkward pauses while speaking</li> <li>Pace is too fast; nervous</li> <li>Pronunciation of words is difficult to understand; unclear</li> </ul>		X 3	
Being detail-oriented; provide details	<ul style="list-style-type: none"> <li>Is able to stay fully detail-oriented</li> <li>Always provides details that support the issue to communicate the key concepts of the plan; is well organized</li> </ul>	<ul style="list-style-type: none"> <li>Is mostly good at being detail-oriented</li> <li>Usually provides details that are supportive of the issue to communicate the plan; displays good organizational skills</li> </ul>	<ul style="list-style-type: none"> <li>Has difficulty being detail-oriented</li> <li>Sometimes overlooks details that could be very beneficial to the issue; not enough detail provided; lacks organization</li> </ul>		X 3	
Speaking unrehearsed and naturally	<ul style="list-style-type: none"> <li>Speaks unrehearsed with comfort and ease</li> <li>Speaks effectively without losing focus and with organized thoughts and concise answers</li> </ul>	<ul style="list-style-type: none"> <li>Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure</li> <li>Speaks effectively, but has to stop and think and sometimes gets off focus</li> </ul>	<ul style="list-style-type: none"> <li>Shows nervousness or seems unprepared when speaking unrehearsed</li> <li>Seems to ramble or speaks before thinking</li> </ul>		X 3	
All team members participated	<ul style="list-style-type: none"> <li>All team members took an active role in the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>Two to three team members took an active role in the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>One team member took an active role in the presentation.</li> </ul>		X 3	

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Use of visual aids	<ul style="list-style-type: none"> <li>Visual aids add clarity and support what is being said during the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>Visual aids add some clarity and support to what is being said during the presentation.</li> </ul>	<ul style="list-style-type: none"> <li>Visual aids add little to no clarity and support to what is being said during the presentation.</li> </ul>		X 3	
Media plan	<ul style="list-style-type: none"> <li>Key elements of the media plan are clearly communicated</li> <li>Strong understanding of chosen media is present</li> </ul>	<ul style="list-style-type: none"> <li>Key elements of the media plan are vaguely communicated</li> <li>Vague understanding of chosen media is present</li> </ul>	<ul style="list-style-type: none"> <li>Key elements of the media plan are not communicated</li> <li>Little to no understanding of chosen media is present</li> </ul>		X 3	
Questions and answers	<ul style="list-style-type: none"> <li>Correctly responds to judges' questions</li> <li>Answers show familiarity with subject matter</li> </ul>	<ul style="list-style-type: none"> <li>Is somewhat able to correctly respond to judges' questions</li> <li>Answers show vague familiarity with subject matter</li> </ul>	<ul style="list-style-type: none"> <li>Is unable to correctly respond to judges' questions</li> <li>Answers do not reflect any familiarity with subject matter</li> </ul>		X 12	
<b>TOTAL POINTS EARNED OUT OF 175 POSSIBLE</b>						175



# Communications Quiz & Editing Exercise

## Overview:

- Quiz: 25 points/individual - 100 points/team
- Exercise: 25 points/individual - 100 points/team
- Both will be given on paper.

## Resources:

National FFA Past Tests/Quizzes [HERE](#)



# 4

# Individual Practicums

## Overview:

- 400 points total
- Each team member chooses one of the 4 practicums to complete. Each practicum must be completed by a different team member. These practicums are completed individually at the contest.
- 4 Practicums include:
  1. Web Page Design (100 points)
  2. Electronic Media Promotional Video (100 points)
  3. Journalistic Writing- Press Release (100 points)
  4. Opinion Writing - Letter to the Editor (100 points)
- Each individual will have 90 minutes *at the contest* to complete their practicum.



4.

# Individual Practicum



## Web Design

Design a website for the organization discussed in the press conference.



## Video Production

Create a 60-90 second video communicating the message of the organization discussed in the press conference.



## Journalistic Writing: Press Release

Based on the information in the press conference, write a feature story for an appropriate audience, have a strong focus and lead and include a headline.



## Opinion Writing: Letter to the Editor

Write a piece that takes a position and support it with evidence based on information that was gathered in the press conference. It should be written for an appropriate audience, have a strong focus and lead and include a headline.

300-500 words



# Particium Press Release

## Letter to the Editor

### Web Design

### Video Production

INDICATOR	Very strong evidence of skill 5-6 points	Moderate evidence of skill 3-5 points	Weak evidence of skill 1-2 points	Points Earned	Weight	Total Score
Overall Attractiveness of Site	Site is very aesthetically pleasing, nice to look at, and captures attention	Site looks like average, but overall view attention	Site does not draw viewer attention	4	4	
Technical skills specific to activity	Site contains 3 unique pages and is appropriate and relevant for speaker's organization/topic	Site contains only 2 unique pages	Site contains only 1 unique page	3	3	
Use of design principles	All elements on site have good contrast which makes them easy to view and read	Many elements on site have poor contrast which makes them difficult to view or read	Many elements on site have poor contrast which makes them difficult to view or read	3	3	
Contrast/Repetition	All elements on site display good use of repetition/consistency	Site has poor repetition/consistency	Site has poor repetition/consistency	3	3	
Alignment	All elements on site are aligned well to aid in viewing and reading	Site has poor alignment	Site has poor alignment	3	3	
Proximity	All elements on site have good proximity with appropriate spacing between items	Site has poor proximity with inappropriate spacing between items	Site has poor proximity with inappropriate spacing between items	3	3	

INDICATOR	Very strong evidence of skill 5-6 points	Moderate evidence of skill 3-5 points	Weak evidence of skill 1-2 points	Points Earned	Weight	Total Score
Use of provided materials	Photos and video add clarity and support overall video message	Visual aids add some clarity and support to overall video message	Visual aids add little to no clarity and support to overall video message	3	3	
Video editing/content continuity	Editing enhances final product, clear grasp techniques and tools	Basic usage of editing tools is evident	Seemed to have difficulty with editing tools	3	3	
Correct style (AP)	0-2 errors in AP style	3-5 errors in AP style	6 or more errors in AP style	3	3	
Depth of coverage	Strong evidence of good research, adequately presents all sides, all in story	Quoted are interesting and storytelling, presents sides of mostly equal weight/lead to question of bias, minor insertions of opinions	Quoted are interesting and storytelling, presents sides of mostly equal weight/lead to question of bias, minor insertions of opinions	3	3	
Header/headline	Headline is catchy, is positive and specific, contains strong, active verbs, short, simple words	Headline is slightly mechanical, slightly long or slightly shorter than needed, headline is slightly all, left out or forgotten	Headline is mechanical, too long or too short, has no connection to the story at all, left out or forgotten	3	3	
Grammar, spelling, punctuation and word choice	Large error-free, well edited, no spelling errors, includes proper spelling of all names	Minor errors but still readable, story is spell checked but contains several grammatical errors	Errors interfere with comprehension, names are misspelled, spelling errors, contains many grammatical errors	3	3	
Organization and format	Information flows logically from one point to next, effective	Information generally well organized with a few confusing jumps, weaker transitions, appropriate length of story, inverted pyramid	Structure does not move logically from one point to another, no or poor transitions, choppy or confusing, not in inverted pyramid	3	3	
Accomplishment of purpose	Story achieves the full intended message to audience, no doubt about any information	Story has a few confusing parts but mostly leaves readers with a feeling of understanding	Creates confusion among readers, has information that is not needed, and is overall uninteresting	3	3	
Length	Final video play time was at or within the length requirement	Final video play time was 10-15 seconds above or below the length requirement	Final video play time was 15+ seconds above or below the length requirement	3	3	

INDICATOR	Very strong evidence of skill 5-6 points	Moderate evidence of skill 3-5 points	Weak evidence of skill 1-2 points	Points Earned	Weight	Total Score
Lead/focus	Lead is accurate, draws in audience, engaging, catchy, original	Lead has 1 or 2 strong elements but falls on original or catchy, too long, inaccurate originality	Misses point of story, buried lead, neither original or catchy, too long, inaccurate originality	3	3	
Accuracy of information and quotes	Adequately uses multiple sources, ideas, and facts	Minor inaccuracies or sources improperly used, info or opinion given without attribution	Missing information, holes, no or weak quotes, unbalanced opinions, inaccuracies	3	3	
Clarity and conciseness	Focus of story is clear, makes use of effective words, descriptive, nothing detracts from focus of story, everything contributes to angle of story	Clear writing with some poor word choice, passive words, slightly wordy or confusing, lacks sense of unity, some areas detract from angle of story	No clear angle, awkward, poor word choice, unclear statements, dull writing	3	3	
Correct style (AP)	0-2 errors in AP style	3-5 errors in AP style	6 or more errors in AP style	3	3	
Depth of coverage	Strong evidence of good research, adequately presents all sides, all in story	Quoted are interesting and storytelling, presents sides of mostly equal weight/lead to question of bias, minor insertions of opinions	Quoted are interesting and storytelling, presents sides of mostly equal weight/lead to question of bias, minor insertions of opinions	3	3	
Header/headline	Headline is catchy, is positive and specific, contains strong, active verbs, short, simple words	Headline is slightly mechanical, slightly long or slightly shorter than needed, headline is slightly all, left out or forgotten	Headline is mechanical, too long or too short, has no connection to the story at all, left out or forgotten	3	3	
Grammar, spelling, punctuation and word choice	Large error-free, well edited, no spelling errors, includes proper spelling of all names	Minor errors but still readable, story is spell checked but contains several grammatical errors	Errors interfere with comprehension, names are misspelled, spelling errors, contains many grammatical errors	3	3	
Organization and format	Information flows logically from one point to next, effective	Information generally well organized with a few confusing jumps, weaker transitions, appropriate length of story, inverted pyramid	Structure does not move logically from one point to another, no or poor transitions, choppy or confusing, not in inverted pyramid	3	3	
Accomplishment of purpose	Story achieves the full intended message to audience, no doubt about any information	Story has a few confusing parts but mostly leaves readers with a feeling of understanding	Creates confusion among readers, has information that is not needed, and is overall uninteresting	3	3	

TOTAL POINTS OUT OF 100 POSSIBLE

INDICATOR	Very strong evidence of skill 5-6 points	Moderate evidence of skill 3-5 points	Weak evidence of skill 1-2 points	Points Earned	Weight	Total Score
Lead/focus	Strong lead that draws in audience, draws in some focus to topic, catchy and engaging	Lead has 1 or 2 strong elements but falls on original or catchy, too long, inaccurate originality, but lacks hook to audience	Lead is buried in the article, lacks focus to topic, lacks hook to audience	3	3	
Accuracy of information and quotes	Adequately uses multiple sources, ideas, and facts	Minor inaccuracies or sources improperly used, info or opinion given without attribution	Missing information or opinion, no or weak quotes, unbalanced opinions, inaccuracies	3	3	
Clarity and conciseness	Focus of story is clear, makes use of effective words, descriptive, nothing detracts from focus of story, everything contributes to angle of story	Clear writing with some poor word choice, passive words, slightly wordy or confusing, lacks sense of unity, some areas detract from angle of story	No clear angle, awkward, poor word choice, unclear statements, dull writing	3	3	
Correct style (AP)	0-2 errors in AP style	3-5 errors in AP style	6 or more errors in AP style	3	3	
Depth of coverage	Strong evidence of good research, adequately presents all sides, all in story	Quoted are interesting and storytelling, presents sides of mostly equal weight/lead to question of bias, minor insertions of opinions	Quoted are interesting and storytelling, presents sides of mostly equal weight/lead to question of bias, minor insertions of opinions	3	3	
Header/headline	Headline is catchy, is positive and specific, contains strong, active verbs, short, simple words	Headline is slightly mechanical, slightly long or slightly shorter than needed, headline is slightly all, left out or forgotten	Headline is mechanical, too long or too short, has no connection to the story at all, left out or forgotten	3	3	
Grammar, spelling, punctuation and word choice	Large error-free, well edited, no spelling errors, includes proper spelling of all names	Minor errors but still readable, story is spell checked but contains several grammatical errors	Errors interfere with comprehension, names are misspelled, spelling errors, contains many grammatical errors	3	3	
Organization and format	Information flows logically from one point to next, effective	Information generally well organized with a few confusing jumps, weaker transitions, appropriate length of story, inverted pyramid	Structure does not move logically from one point to another, no or poor transitions, choppy or confusing, not in inverted pyramid	3	3	
Accomplishment of purpose	Story achieves the full intended message to audience, no doubt about any information	Story has a few confusing parts but mostly leaves readers with a feeling of understanding	Creates confusion among readers, has information that is not needed, and is overall uninteresting	3	3	

TOTAL POINTS OUT OF 100 POSSIBLE

INDICATOR	Very strong evidence of skill 5-6 points	Moderate evidence of skill 3-5 points	Weak evidence of skill 1-2 points	Points Earned	Weight	Total Score
Neatness and creativity	Site is well-organized	Site is somewhat organized but could be improved to aid in layout	Site is disorganized	3	3	
Choice and placement of photos and graphics	Appropriate and relevant images, graphics, and photos are used	One or more images, if any, are not relevant or appropriate	No images, graphics, or photos used	3	3	
Promotional value	Video actively promotes the client's product or service	Video passively promotes the client's product or service	Video lacks a clear message, video does not clearly promote the client's product or service	3	3	
Clear, Creative Storytelling	Clear and logical story is told by video	Motley clear and logical story is told by video	Unclear or disorganized story told by video	3	3	
Usability and navigation of site	Site navigation is easy to find, use, and understand	Site navigation is somewhat easy to find, use, and understand	Site navigation does not seem to be consistent	3	3	

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TOTAL POINTS EARNED OUT OF A 100 POSSIBLE

TOTAL POINTS OUT OF 100 POSSIBLE

# Practicum Submission

Each team will be given a jump drive at the contest. Each member will save their practicum to the jump drive when finished. Jump drives will be submitted to contest chairs for grading.

Rubrics for individual practicums can be found on pages 21-24 in the handbook.