

Agricultural Communications

PA FFA State Convention June 13-15, 2023

Chairs: Jasmine VanSant - <u>jasmine_vansant@pequeavalley.org</u> Mary Wurzbach - <u>mary.wurzbach@pennmanor.net</u>

Contest Overview & Rules



Teams must consist of 4 members



Each member should be in Official Dress



State contest will use National FFA Rubrics and follow National Rules: Handbook can be found <u>HERE</u>



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, 3	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
	Communications Quiz	25	100
3	Editing Exercise	25	100
	Web Design Practicum	100	100
4	Video Producer Practicum	100	100
	Journalistic Writing: Press Release	100	100
	Opinion Writing: Letter to the Editor	100	100
	Total Possible Score	150	975



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 <u>emailed to contest</u>
 <u>chairs by Thursday, June 1st at 11:59pm</u>

Chairs' email: jasmine_vansant@pequeavalley.org mary.wurzbach@pennmanor.net



<u>**Resources:</u>** Rubric on Slide 7</u>



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.



200 POINTS

Media Plan - Proposal Rubric

Very strong evidence of Moderate evidence

Media Plan – Proposal Scorecard

Chapter			State	Т	'eam Nur	nber
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)	 Adequately explains the proposal plan in encough eproposal plan in encough detail that it can be understood without having to read the entire document. Adequately details what is contained in the plan and how it will benefit the client. Client and the plan objectives of the plan 	 Explains the proposal/lan fairly well, but does not provide enough details to fully understand it without reading entire document Details only some of what is contained in the barnefit the client but is lacking in some detail Does not clearly of fully detail objectives of the plan 	Incomplete overview provided does not provide enough detail to understand the proposal/ plan without reading the document + Lacks detail on much of what is contained in the plan and how it will benefit the client + detail on objectives of the plan		X 2	
Introduction	Does not exceed 2 pages (combined with overview) Provides adequate, but brief background of the islear/origines the problem and objectives to be addressed by the plan Clearly establishes a strong need for plan bescribes how the plan will benefit the client	 Exceeds 2-page limit (combined with overview) Provides only partial, incomplete background of the issue/ropic Problem and objectives to be addressed by the plan are not clear to reader Need for the plan is not clearly stated or is not well established Plan's benefit to the client is not well supported 	 Introduction section is missing or incomplete Background of the issue/topic is not well defined or is missing Problem statement is unclear or missing Objectives are unclear or missing Need for the plan is not established or addressed No mention is made of plan's benefit to the client 		X3	
Description of Audience	 Does not exceed 1 page limit Clearly describes who the client is targeting with the media plan Detailed demographics of target audience(s) are included 	Exceeds 1 page limit Who the client is targeting with the media plan is not well defined Only partial demographics of target audience(s) are included	Description of audiences is missing or incomplete Who the client is targeting with the media plan is not stated Little or no demographics of target audience(s) are included		X 3	
Detailed Strategic Plan	 Does not exceed 2-3- page limit Key messages or themes proposed to communicate with target audience(s) are clearly presented Clearly presented Clearly creatates objectives and adequately explained Chosen mediums are suitable and appropriate to meet objectives and their use 	Exceeds 2-3-page limit Key messages or thermes are not clearly presented Objectives not restated clearly and explanation of how they will be met lacks clarity and explanation of how they will be met lacks clarity chosen mediums are not well suited for plan and/or justification of how plan will be executed is unclear	 Key messages or themes are not presented Objectives are not restated and no explanation of how they will be met is provided Chosen mediums are not appropriate for plan and no justification of and no in the state of the appropriate for plan and no justification of executed is not provided Social media plan and 		X 6	

INDICATOR	very strong evidence of skill 5–4 points	skill 3–2 points	Weak evidence of skill 1–0 points	Points Earned	Weight	Total Points
Detailed Strategic Plan (cont.)	is clearly justified - Clearly justified - Clearly tescribes how plan nvill be executed - 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 ides for messages to be posted	 Social media plan and tractics used to attract social media attention using social media are somewhat unclear. Some key information is missing from social media tactics 	tactics used to attract media attract incomplete and fack many of the key details needed.			
Timeline	Does not exceed I page limit Clearly and adequately explains duration of plan and timing of media tactics Easy to view and understand; well organized	Exceeds1 page limit Unclear or missing some items of plan and media tactics Unrealistic timeframe for plan execution Confusing to view and/or understand or not well organized	Timeline is missing Mostly incomplete and does not contain the majority of items in plan or media tactics .		X 2	
Evaluation	 Does not exceed 1 page limit Cleary describes adequate methods to determine if plan objectives were met Clearly details key performance indicators and measures of success 	 Exceeds 1 page limit Methods to determine if plan objectives were met are not clear or are not appropriate for the plan Key performance indicators and measures of success are unclear 	 Evaluation plan is missing No clear methods to determine if plan objectives were met are presented No key performance indicators or measures of success are provided 		Х3	
Budget	Does not exceed 1 page limit Clearly details and explains all costs associated with implementing the media plan Cleary explains how/why amount allocated to each activity was determined	 Exceeds 1 page limit All costs associated with implementing the media plan are not well explained or some are missing Explanation of how/why amount allocated to each activity was determined is incomplete or unclear 	 Budget and justification are missing Few costs associated with implementing the media plan are explained No explanation of how/why amount allocated to each activity was determined is provided 		X 4	
Conclusion	 Does not exceed 1 page limit Clear and well- articulated final summary of key points related to strategic plan is provided to stratement is presented to persuade client the plan is a good solution to their communication problem 	 Exceeds 1 page limit Final summary of key points related to strategic plan is incompilete or not well stated Final statement lacks persussiveness to client and is not well supported by the plan 	 Conclusion is missing Final summary simply restates introduction and/or overview No final statement to persuade client is provided 		X 2	
Appendices	 3 – 5 examples/items provided At least 1 example social media post is provided Thoughtful, well- designed, and well- written, and relevant communications 	Less than 3 examples/items provided No example social media post is provided Quality of communications documents provided	 No examples provided No example social media post is provided Poor quality of communications documents provided; poorly designed or contain many errors 		X 6	

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
	documents provided	 could be stronger Examples provided are only somewhat relevant to plan objectives 	 Examples provided are not relevant to plan objectives 			
Proposal is Relevant to Scenario	Entire proposal narrative focuses on addressing client's specific public communication needs Focuses specifically on current scenario provided to teams Pian and all items within it are extremely relevant to provided scenario and client Creatively interprets scenario	 Proposal mostly focuses on addressing client's specific public communication needs but sometimes loses focus or stray from client needs Lacks specific focus on current scenario provided to teams Is only somewhat relevant to scenario Some items within plan are not directly related to scenario or client Lacks pecitivity in interpretation of scenario 	 Proposal lacks a focus on addressing client's specific public communication needs and often loses sight of client needs Strays from current scenario provided to teams Plan and items contained within it are not at all relevant to current scenario or client 		Х2	
Plan Includes All Requirements and Follows Formatting Guidelines	 Plan includes a creatively designed cover page with a tille for the plan, CDE name, chapter name, participant names, and year Table of contents is complete and does not exceed one page Plan formatting guidelines are followed: double spaced, one- inch margins, page numbers included,2 pt. Times New Roman font, PDF format, required section headings used 	 Cover page is missing 1- 3 required pices of information Cover page is not creatively designed Table of contents is incomplete Table of contents Table of contents Plan formatting guidelines are mostly followed, but 1-3 formatting errors are present 	 Cover page is missing more than 3 required pieces of information Cover pages is disorganized and not well designed Table of contents is mostly incomplete or missing altogether Plan formatting guidelines are not well followed with more than 3 errors present 		Х2	
Quality of Writing	 Very well-written plan Excellent use of grammar, spelling, punctuation, capitalization, and sentence structure Correct use of APA citations 	 Mostly well-written plan Adequate use of grammar, spelling, punctuation, capitalization, and sentence structure with some errors present Some APA citation errors present 	 Poorly well-written plan Poor use of grammar, spelling, punctuation, capitalization, and sentence structure with many errors present Many APA citation errors present or no use of APA at all 		Х 5	
		TOTAL POINTS EARN	ED OUT OF 200 POSSIBLE			200

2.

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!
- <u>https://www.youtube.com/watch?v=PvIR219Rh9c</u>
- https://www.youtube.com/watch?v=yk70Bt5zJ34



Media Plan - Pitch Rubric

Media Plan Pitch – Presentation Scorecard

175 POINTS

Chapter			State	Tea	am Numl	ber
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	 Examples are vivid, precise and clearly explained Examples are original, logical and relevant 	 Examples are usually concrete, sometimes need clarification Examples are effective, but need more originality or thought 	 Examples are abstract or not clearly defined Examples are sometimes confusing, leaving the listeners with questions 		X 5	
Confidence in speaking	 Speaks very articulately Never has the need for unnecessary pauses or hesitation when speaking Speaks at the right pace to be clear Pronunciation of words is very clear and intent is apparent 	Sometimes speaks articulately Occasionally has the need for a long pause or moderate hesitation when speaking Speaks at the right pace most of the time, but shows some nervoursness Pronunciation divords is usually clear, sometimes vague	Rarely articulate Frequently hesitates or has long, awkward pauses while speaking Pace is too fast; nervous Pronunciation of words is difficult to understand; unclear		Х3	
Being detail- oriented; provide details	 Is able to stay fully detail-oriented Always provides details that support the issue to communicate the key concepts of the plan; is well organized 	 Is mostly good at being detail-oriented Usually provides details that are supportive of the issue to communicate the plan; displays good organizational skills 	Has difficulty being detail-oriented Sometimes overlooks details that could be very beneficial to the issue; not enough detail provided; lacks organization		Х3	
Speaking unrehearsed and naturally	 Speaks unrehearsed with comfort and ease Speaks effectively without losing focus and with organized thoughts and concise answers 	 Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure Speaks effectively, but has to stop and think and sometimes gets off focus 	 Shows nervousness or seems unprepared when speaking unrehearsed Seems to ramble or speaks before thinking 		Х3	
All team members participated	 All team members took an active role in the presentation. 	Two to three team members took an active role in the presentation.	 One team member took an active role in the presentation. 		Х3	

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	 Visual aids add clarity and support what is being said during the presentation. 	 Visual aids add some clarity and support to what is being said during the presentation. 	 Visual aids add little to no clarity and support to what is being said during the presentation. 		Х3	
Media plan	 Key elements of the media plan are clearly communicated Strong understanding of chosen media is present 	 Key elements of the media plan are vaguely communicated Vague understanding of chosen media is present 	 Key elements of the media plan are not communicated Little to no understanding of chosen media is present 		Х3	
Questions and answers	 Correctly responds to judges' questions Answers show familiarity with subject matter 	 Is somewhat able to correctly respond to judges' questions Answers show vague familiarity with subject matter 	 Is unable to correctly respond to judges' questions Answers do not reflect any familiarity with subject matter 		X 12	
		TOTAL POINTS EARI	NED OUT OF 175 POSSIBLE			175



Communications Quiz & Editing Exercise

Overview:

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

<u>Resources</u>: National FFA Past Tests/Quizzes <u>HERE</u>





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.
- <u>4 Practicums include:</u>
 - Web Page Design (100 points)
 Electronic Media Promotional Video (100 points)
 Journalistic Writing- Press Release (100 points)
 Opinion Writing Letter to the Editor (100 points)
- Each individual will have 90 minutes *at the contest* to complete their practicum.



4. Individual Practicums





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, 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

Practicum Rubrics

Web Design

4.

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
Overall Attractiveness of Site	 Site is very aesthetically pleasing, nice to look at, and captures attention Appropriate and attractive use of color, images, and fonts throughout: Appropriate and attractive use of color insight is easy to read and consume Consistent feel throughout all site pages with consistent use of color, fonts, and font color, fonts, and see good flow and are easy to skim 	Site look is swrage but does not capture viewer attention Most colors; images, and forts are appropriate some conject on sight some conject on sight some consistency throughout site pages, color or fonts, but not ac cohesive as it could as cohesive as it could as cohesive as it could as cohesive as it could as cohesive and a it could all pages have some elements are out place Not all pages are assity skimmable assity skimmable	 Site does not draw viewer attention and is not pleasing to look at Inappropriate use of color, images, and forsta – makes the order, images, and forsta – makes the order of the color and the consume No consistency throughout site pages, color or forts pages are easy to skim 		X 4	
Technical skills specific to activity	 Site contains 3 unique pages Site has an appropriate and relevant title Site is appropriate and relevant for speaker's organization/topic 	 Site has a title, but it lacks appropriateness or relevancy to site content Site is only loosely tied to speaker's organization/topic 	 Site contains only 1 unique page Site does not have a title Site does not fit with speaker's organization/ topic 		X.4	
Use of design principles	 All elements on site have good contrast which make them easy to view and read 	 One or more elements on site have poor contrast, making them difficult to view or read 	 Many elements on site have poor contrast which make them difficult to view and read 		×3	
Contrast Repetition Alignment	 All elements on site display good use of repetition/consistency All elements on sight are aligned well to aid 	 One or more elements or pages on site does not fit repetition/ consistency established throughout One or more elements 	 Site has poor repetition/consistenc y amongst sections and pages Many elements on 			
Proximity	 In viewing and reading All elements on sight have good proximity with appropriate spacing between items 	or pages on site has poor alignment making them difficult to view or read • One or more elements or pages on site has poor proximity with inappropriate spacing between items	sight have poor alignment which make it difficult to view or read • Spacing between elements on sight shows poor proximity			
INDICATOR	Very strong evidence of skill	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-	Points	Weight	Total
Neatness and creativity	Site displays creative site displays creative or unique design and layout Site creatively portrays elements of speaker's organization/topic No GSP errors found in site text	 Site is somewhat organized but could be improved to aid in viewing Site design or layout is average (lacking creativity) 	Site is disorganized and needs to be restructured Site design or layout is poor Major CSP errors found in site text	carnisd	Х3	Score
Choice and placement of photo(s) and	 Appropriate and relevant images, graphics, and photos 	 One or more images, graphics, and photos used are not relevant or 	 No images, graphics, and photos used are 			
graphic(s)	vere used • Placement of images enhances look of site • Images help to promote the speaker's organization/topic and help tell an appropriate story	 Bacement of one or more images distracts from look of site One or more images distracts not help to promote the speaker's organization/ topic or do not relate to story being told 	relevant or appropriate appropriate is poor and distracts from look of site promate the speeker's organization/topic or distract from story being told		Х3	
usability and navigation of	 Placement of images enhances look of site Images help to promote the speaker's organization/topic and help tell an 	 appropriate Placement of one or more images distracts from look of site One or more images do not help to promote the speaker's organization/ topic or do not relate to 	appropriate Placement of images is poor and distracts from look of site Images do not promote the speaker's organization/topic or distract from story		×3	

Video Production

Lee of matchina • Protock & Mone and Provided matchina of the model of of	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
Values gastion auxiliary apatient	provided	clarity and support overall video message. Incorporated numerous clips/visuals. Content was not repetitive, no recognized use of	some clarity and support to overall video message. Incorporated adequate number of clips/visuals. Content was not repetitive, no recognized use of repeated shots.	to no clarity and support to overall video message. • Failed to incorporate clips/visuals, • Repeated use of		Х3	
Audio refuting effectively assists in main lobs. partially seats in communicating the main lobs. partially seats in communicating the communicating the communicating the result of the Audio is balanced. x3 Length • Final video play time signification with singth regularement. • Final video play time seators above second above second above second above second above regularement. • X1	editing/ continuity	product, clear grasp of techniques and tools. • Video moves smoothly from shot to shot (no erratic movements/ transitions). • Excellent placing and timing. • Appropriate screen time for readability. • No spelling or grammatical errors. • Digital effects are used appropriately for	tools is evident. Techniques are clear and aimple. A variety of transitions are used. Most fit vides sequence well. Most video clips move at a steady pace, feels amooth. Screen iny war aruhad. One (1) spelling and/or gramma Sacrch Jor appropriate excesses does appropriately for emphasis, some minor errors in timing or	difficulty with editing tools. • Video clips are varied; unsteady particle of the second second inappropriate transitions. • Readability was not considered in uments and file names f uments and file names f and/or grammatical errors. • Digital effects ophics are appropriately. • Excessive use of	or text	×3	
was at or within the time was 10-15 time was 15- length requirement. seconds above er X1 or below the below the length requirement.	continuity	effectively assists in communicating the main idea. • No jumpy audio edits	partially assists in communicating main idea. One to two jumpy edits • Audio generally	inconsistent/cutof; confuses audience. * • Audio is overpowering,		X3	
	Length	was at or within the	time was 10-15 seconds above or below the length	time was 15+ seconds above or below the length		×1	

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	Tota Scon
Promotional value	 Video articulates a clear message and theme. Video actively promotes the client's product or service. 	 Video struggles to present a clear message. Video passively promotes the client's product or service. 	 Video lacks a central message. Video doesn't clearly promote the client's product or service. 		X 4	
Clear, Creative Storytelling	 Clear and logical story is told by video. Creative and compelling narrative twokes interest in the topic. Supporting information/elements contribute to the narrative and overall appeal. Content vas used in appropriate places and presented in a logical order. 	 Mostly clear and logical story is told by video. Some creative elements were used. Dull narrative. Video theme is vague, and some supporting elements seem disconnected. Deesn't worke interest in topic. 	Unclear or disorganized story told by video. Lacks creativity and a compelling narrative. Lacks a clear theme and logical sequence of information. Creates lack of interest in topic or negative perception.		X 6	

Press Release

INDICATOR	Very strong evidence of skill 5-4 points	Moderate evidence of skil 3–2 points	Weak evidence of skill 1-0 points	Points Earned	Weight	Total Score
Lead/focus	audience, engaging,	Lead has 1 or 2 strong elements but fails in others shows some signs of originality	Misses point of story, buries lead, neither original or catchy, too long, inaccurate		×3	
Accuracy of information and quotes	Adequately uses multiple sources, ideas, and facts, tells complete story, information is properly attributed	Minor inaccuracies or sources improperly used, info or opinion given without attribution, missing key sources, quotes used with weak connection	Missing information, holes, no or weak quotes, unfounded opinions, inaccuracies		*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 voice, slightly wordy or confusing, lacks sense of unity, some areas detract from angle	No clear angle, story rambles, is awkward, poor word choice, unclear statements, dull writing		X 2	
Correct style	0-2 errors in AP style, attributions done correctly	3-5 errors in AP style, 1 attribution error	6 or more errors in AP style, 2 or more attribution errors		X 2	
Depth of coverage	Strong evidence of good research, adequately presents all sides, all in story are identified, info is accurate and thorough, overall fairness to subjects and sources, bias free	Quotes are interesting and storytelling, presents sides mostly equal, quotes lead to question of bias, minor insertions of opinions	Quotes are short, absent, or weak, ineffective use of quotes, displays unjustifiable bias, relies on stereotype, involves unwarranted opinion		×z	
Header/ headline	Headline is catchy, is positive and specific, contains strong, active verbs and short, simple words	Headline is slightly mechanical, slightly longer or slightly shorter than needed, headline is slightly vaque	Headline is mechanical, too long or too short, has no connection to the story at all, left out or forgotten		×2	
Grammar, spelling, punctuation and word choice	Largely error-free, well edited, no spelling errors, includes proper spelling of all names		Errors interfere with comprehension, names are misspelled, spelling errors, contains many grammatical errors		X 2	
Organization and format	seamiessly from one point to next, effective transitions, appropriate length of story, inverted pyramid order with information descending in order of importance	fully	Structure does not move logically from one point to another, no or poor transitions, choppy or confusing, not in inverted pyramid		X 2	
Accomplish- ment of purpose	Story conveys 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 ful information and understanding	Creates confusion among readers, has information missing and is overall unclear		X 2	

Letter to the Editor

	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill 1-0 points	Points	Weight	Total Score
INDICATOR	5-4 points	3–2 points		Earned	weight	Score
Lead/focus	 Strong lead that draws in audience Lead is engaging, catchy, and original Leads shows strong focus to topic 	 Lead has 1 or 2 strong elements but loses some focus to topic Shows some signs of originality, but lacks hook to audience 	 Lead is buried in the writing Lead lacks clear focus of topic Lead is neither original or catchy, too long, etc. 	×3		
Accuracy of information and quotes	 Opinion pieces adequately uses multiple sources, ideas, and facts Sources/auotes used are appropriate and have good connection to topic Piece tells a complete story Information is properly attributed 	 Minor inaccuracies or sources improperly used in opinion piece of the opinion or opinion given without attribution Missing one or two key sources Sources/quotes used have a weak connection to topic 	 Opinion piece is missing information or has major holes Weak or no sources/quotes used Sources/quotes used have no connection to topic Piece contains multiple unfounded opinions or inaccuracies 	×3		
Clarity and conciseness	 Focus of opinion piece is clear Piace makes use of effective words and is descriptive. Nothing detracts from focus of the piece Everything contributes to angle/opinion of the piece and its topic 	 Focus of opinion piece is only somewhat clear Some poor word choice found in piece, passive voice used, slightly wordy or confusing Piece lacks sense of unity throughout Some areas detract from angle/opinion of the piece and its topic 	No clear angle/opinion of the piece and its topic Piece rambles, portrays awkward wording or poor word choice Piece contains multiple unclear statements Writing is dull and unfocused	X 2		
Correct style (AP)	 0-2 errors in AP style All attributions/ citations use correct AP style 	 3-S errors in AP style 1-2 attributions/ citations errors in AP style 	 6 or more errors in AP style 3 or more attributions/ citations errors in AP style 	× 2		
Takes a position that is supported with evidence	 Opinion piece takes a strong, clear position on the topic Position is well supported with facts/statistics from press materials to back it up Opinioned by securate, thorough information connected to the topic 	unclear position on the topic – Position is only partially supported with facts/statistics from press materials – Opinion of writer is only sometimes supported by accurate information or information is only somewhat connected to the topic	 Opinion piece has no clear position on the topic and position is weakly argued Position is not supported with any facts/statistics Opinion of writher is does not support pomion with any papert pomion with information used is not connected to the topic 	X2		
Header/ headline	 Headline is catchy, original, and unique Headline shows clear connection/tie to position and topic discussed in opinion 	 Headline is slightly mechanical and does not show much originality Headline is weakly tied to position and topic 	 Headline is dull and not original Headline makes no connection to position, and topic discussed in opinion piece 	Х2		
INDICATOR	Very strong evidence of skill	Moderate evidence of skill	Weak evidence of skill 1–0 points	Points	Weight	Total
MUICATOR	5-4 points piece Headline is specific, contains strong, active verbs and uses short, simple words	3-2 points discussed in opinion piece – Headline is not specific enough, is slightly longer or shorter than needed, or does not contain strong active verbs	- Headline is missing	earrieo		Score
Grammar, spelling, punctuation and word choice	 Opinion piece is largely error-free and is well edited Piece contains no spelling/grammatical errors Piece includes proper spelling of all names 	 Opinion piece contains minor errors but is still readable Piece contains several (3-5) spelling/ grammatical errors Piece contains 1-2 misspelled names 	 Opinion piece contains major errors that interfere with comprehension, Piece contains several (6 or more) spelling/ grammatical errors Piece contains 3 or more misspelled names 	×2		
Organization and format	 Opinion piece is well organized Information flaws seamlessly from one point to the next and makes use of effective transitions Makes use of inverted portance Makes use of inverted portance Deportance Direce is an appropriate length (within word count limit). 	 Opinion piece is mostly organized Information flows somewhat well with a flow confusing or weak transitions; Piece is somewhat abrupt or does not use inverted pyramid fully Piece is slightly shorter/longer than designated length 	 Opinion piece is not organized Information does not move logically from one point to the next and has no or poor transitions Piece is choppy or confusing and does not confusing and does not shorter/inorger than designated length 	×2		
Accomplishm ent of purpose/ Impact/Effecti veness	 Opinion piece is effective and conveys a well-supported message to readers Reader is left with a strong call to action and has no doubt about any information 	 Opinion piece is somewhat effective but may leave readers with some questions Piece has a weak call to action or ending 	 Opinion piece is not effective but may leave create confusion among readers Piece has no call to action or not clear ending 	X 2		
		TOTAL PO	INTS 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.