

# Agricultural Communications Media Plan — Proposal Scorecard

CHAPTER

			Possible Score	Team Score
<b>Plan Includes all Requirements</b> <ul style="list-style-type: none"> <li>Cover page, titles and names on cover page, table of contents, does not exceed page limit, double spaced, one inch margins, page numbers, required headings (-1 point per missing item)</li> </ul>			10	
<b>Proposal is Relevant to Scenario</b> <ul style="list-style-type: none"> <li>Entire narrative focuses on addressing client’s specific public communication needs.</li> </ul>			10	
<b>Overview (Excutive Summary)</b> <ul style="list-style-type: none"> <li>Adequately explains the plan without reading the entire document.</li> </ul>			10	
<b>Introduction</b> <ul style="list-style-type: none"> <li>Provides adequate background of the issue; clearly states the problem objectives and need for plan; describes how the plan will benefit the client.</li> </ul>			15	
<b>Description of Audience</b> <ul style="list-style-type: none"> <li>Clearly describes (including demographics) who is targeted with the media plan.</li> </ul>			15	
<b>Detailed Strategic Plan</b> <ul style="list-style-type: none"> <li>Clearly states objectives; explains how objectives will be met; explains why chosen mediums are appropriate to meet objectives; describes how plan will be executed. Clearly states and explains social media plan tactics.</li> </ul>			30	
<b>Timeline</b> <ul style="list-style-type: none"> <li>Explains duration of plan and timing of media tactics.</li> </ul>			10	
<b>Evaluation</b> <ul style="list-style-type: none"> <li>Proposes methods to determine if the objectives were met.</li> </ul>			15	
<b>Budget</b> <ul style="list-style-type: none"> <li>Explains all costs associated with implementing the media plan.</li> </ul>			20	
<b>Conclusion</b>			10	
<b>Appendices</b> <ul style="list-style-type: none"> <li>Quality of communications documents. (Three required)</li> </ul>			30	
<b>Quality of writing</b> <ul style="list-style-type: none"> <li>Grammar, spelling, punctuation, capitalization, sentence structure.</li> </ul>			25	
<b>TOTAL POINTS</b>			<b>200</b>	

# Media Plan Pitch — Presentation Scorecard

175 points

CHAPTER	STATE	TEAM NUMBER				
INDICATOR	Very strong evidence of skill is present 5-4 points	Moderate evidence of skill is present 3-2 points	Strong evidence of skill is not present 1-0 points	Points Earned	Weight	Total Score
<b>Examples</b>	<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 needs 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	
<b>Confidence in speaking</b>	<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	
<b>Being detail-oriented; provide details</b>	<ul style="list-style-type: none"> <li>• Is able to stay fully detail-oriented.</li> <li>• Always provides details which 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 which are supportive of the issue 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	
<b>Speaking unrehearsed and natural</b>	<ul style="list-style-type: none"> <li>• Speaks unrehearsed with comfort and ease.</li> <li>• Is able to speak 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>• Is able to speak effectively, 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	

INDICATOR	Very strong evidence of skill is present 5-4 points	Moderate evidence of skill is present 3-2 points	Strong evidence of skill is not present 1-0 points	Points Earned	Weight	Total Score
<b>All team members participated</b>	<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	
<b>Use of visual aids</b>	<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	
<b>Media plan</b>	<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	
<b>Questions and answers</b>	<ul style="list-style-type: none"> <li>Is able to correctly respond 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</b>						

# Journalistic Writing Practicum Scorecard

CHAPTER

STATE

TEAM NUMBER

	High 5–4 points	Middle 3–2 points	Low 1–0 points	Weight	Total Points
Lead/focus				x 3	
Accuracy of information and quotes				x 3	
Clarity and conciseness				X 2	
Correct style (AP)				X 2	
Depth of coverage				X 2	
Header/headline				X 2	
Grammar, spelling, punctuation and word choice				X 2	
Organization and format				X 2	
Accomplishment of purpose				X 2	
<b>TOTAL POINTS (100 POINTS POSSIBLE)</b>					

# Opinion Writing Practicum Scorecard

CHAPTER

STATE

TEAM NUMBER

	Possible	Member
Lead/focus	15	
Accuracy of information and quotes	15	
Clarity and conciseness	10	
Correct style (AP)	10	
Takes a position that is supported with evidence	10	
Header/headline	10	
Grammar, spelling, punctuation and word choice	10	
Organization and format	10	
Accomplishment of purpose	10	
<b>TOTAL POINTS</b>	<b>100</b>	

# Web Page Design Practicum Scorecard

CHAPTER

STATE

TEAM NUMBER

	Possible Score	Member Score
<b>Overall attractiveness of site</b> (color, font choice, readability, font size consistent)	20	
<b>Technical skills specific to activity</b> <ul style="list-style-type: none"> <li>• Outlined in event specifications</li> </ul>	20	
<b>Use of design principles</b>	15	
<b>Neatness and creativity</b>	15	
<b>Choice and placement of photo(s) and graphic(s)</b>	15	
<b>Usability and navigation of site</b> (links work, files named properly, links show up)	15	
<b>TOTAL POINTS</b>	<b>100</b>	

# Electronic Media Practicum Promotional Video Scorecard

CHAPTER

STATE

TEAM NUMBER

	Possible Score	Member Score
<b>Solid promotional value</b>	20	
<b>Tells a story</b>	20	
<b>Use of provided materials</b> (Used numerous clips, no repeated shots, chose appropriate clips)	15	
<b>Quality of video editing</b> (no black flashes, jump cuts or other erratic movements)	15	
<b>Audio editing</b> (correct volume, no clipping, correct use of natural sound)	15	
<b>Creativity</b>	10	
<b>Stayed within time limit</b>	5	
<b>TOTAL POINTS</b>	<b>100</b>	

# Team Scorecard

CHAPTER

STATE

TEAM NUMBER

	Possible Score	Member Score
Practicum scores	400	
Media plan proposal	200	
Media plan presentation	175	
<b>TOTAL POINTS</b>	<b>775</b>	