



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## 2019 COMMUNICATOR AWARD CRITERIA & SCORE SHEETS

### COMMUNICATOR AWARD OBJECTIVE

To recognize NAE4-HA members for significant accomplishments in presenting 4-H to the general public, civic groups, 4-H groups, or individuals through public information methods.

### ELIGIBILITY

- All active and life members are eligible to submit awards.
- Applicants must have been an active member the year prior to applying as well as the current year of application. If there are additional requirements of membership for the award, these requirements take precedence over this eligibility requirement.
- Membership status is determined using the NAE4-HA database as of January 31, 2019.
- Multi-State entries are to be submitted in the State and Region of the primary applicant. The primary applicant should come from the state with the most members on the team.

### GENERAL APPLICATION PROCEDURES

1. All submissions must use the online submissions process. All award applications must be submitted by **8:00 a.m. Eastern on March 2, 2019**. No late entries will be accepted. Incomplete applications will be disqualified.
  - A separate submission must be completed for each award in which a member is submitting.
  - Entries must be produced/completed from January 1 to December 31, 2018.
  - Previous national award winners may not enter the same class in consecutive years.
  - Identical entries may not be submitted in more than one class.
  - Rules and guidelines for each award will be strictly enforced.
  - Applicants will not be able to add names of team members or information to their award application once it has been submitted.
  - Communicator awards will be judged at the State, Regional and National Level.
  - All National awards will be presented at the NAE4-HA Conference. Regional awards will be presented at the appropriate regional event during the NAE4-HA Conference.
  - For team awards, at least one member of the team must be an NAE4-HA member and meet the eligibility requirements to apply. Team awards are limited to 10 members (applicant and up to 9 other individuals).
  - For those award categories that do not have separate individual and team divisions, both individuals and teams may apply.

## **COMMUNICATOR AWARD ENTRY SPECIFICATIONS**

1. Each entry must include an abstract. The abstract should include the following information:
  - a. Objectives
  - b. Target audience
  - c. Current population
  - d. Publisher's requirement
  - e. Methods used (if appropriate)
  - f. Production costs (if applicable)
  - g. Impact results (if known)
  - h. Information on the role the applicant had in the entry
  - i. Other information as needed
2. Abstracts may be uploaded in any file format or typed/copied into a text box. If a file is uploaded, create the document using an 8.5 x 11" layout with one-inch margins, single-spaced, 12 point font and a maximum length of three (3) pages.
3. Additional requirements of each award are outlined on each score sheet.
4. We recognize the changing tools needed by 4-H professionals to be successful. Entries that incorporate newer technology tools like podcasts, blogs, video, etc. are encouraged.

## **AWARDS**

Communicator Awards are sponsored by Fair Publishing House.

- National winners will receive plaques
- Regional winners will receive certificates
- National winners for teams being honored will receive one plaque and all team members will receive certificates.

## **COMMUNICATOR AWARDS CLASSES**

1. Educational Package (Individual and Team categories)
2. Educational Piece (Individual and Team categories)
3. Exhibit
4. Feature Story
5. Media Presentation
6. News Story
7. Periodical Publication (Individual and Team categories)
8. Personal Column
9. Promotional Package (Individual and Team categories)
10. Promotional Piece (Individual and Team categories)
11. Published Photo
12. Radio Program
13. Video Program



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## EDUCATIONAL PACKAGE INDIVIDUAL AND TEAM CATEGORIES

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_  
\_\_\_\_\_ INDIVIDUAL ENTRY \_\_\_\_\_ TEAM ENTRY

### PURPOSE:

To educate through accurate, concise information (research based as applies) on one subject.

- Must consist of two or more components of the Communicator awards.
- Inclusive of the purpose(s) of each component as described in individual section.
- Abstract must include cost of production and source of funding.
- All components must be utilized as one unit/lesson/program.
- Electronic media may be included (i.e. web page, PowerPoint, audio, etc.).

|          |                                                                                    | Possible Points | Actual Points |
|----------|------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                    |                 |               |
|          | Accurate, credible information and research based as applies.                      | 20              |               |
|          | Well written using correct grammar, uncomplicated sentences, and short paragraphs. | 15              |               |
|          | Designed to make user understand/become aware/informed/educated.                   | 15              |               |
|          | Concise yet includes all essential information.                                    | 10              |               |
|          | Is the subject matter practical and educational?                                   | 10              |               |
|          | Abstract information.                                                              | 5               |               |
| <b>2</b> | <b>Appearance:</b>                                                                 |                 |               |
|          | Neat, clear, and clean-cut.                                                        | 15              |               |
|          | User friendly.                                                                     | 10              |               |
|          | <b>Total Possible Points:</b>                                                      | <b>100</b>      |               |

Comments:



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## EDUCATIONAL PIECE INDIVIDUAL AND TEAM CATEGORIES

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_  
\_\_\_\_\_ INDIVIDUAL ENTRY \_\_\_\_\_ TEAM ENTRY

### PURPOSE:

To educate through accurate, concise information (research based as applies) on one subject. It is not a promotional piece.

- Multi-media may be included (i.e. web page, PowerPoint, audio, etc.).
- Must apply to one subject.
- Entry is one piece. Piece must be uploaded with application.

|          |                                                                                                                                                              | Possible Points | Actual Points |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                                                              |                 |               |
|          | Accurate, credible information and research based as applies.                                                                                                | 20              |               |
|          | Well written using correct grammar, uncomplicated sentences, and short paragraphs.                                                                           | 20              |               |
|          | Concise yet includes all essential information.                                                                                                              | 10              |               |
|          | Designed to make reader understand/become aware/informed/educated.                                                                                           | 10              |               |
|          | Holds attention of the reader                                                                                                                                | 10              |               |
|          | Abstract information                                                                                                                                         | 5               |               |
| <b>2</b> | <b>Appearance:</b>                                                                                                                                           |                 |               |
|          | White spaces and margins used effectively. Arrangement of pages pleasing.                                                                                    | 10              |               |
|          | Various typographical techniques used (i.e. capitals, dashes, indentations, color, underlining, bold, fonts, etc.) to add to the effectiveness of the piece. | 10              |               |
|          | Neat, clear, and clean-cut.                                                                                                                                  | 5               |               |
|          | <b>Total Possible Points:</b>                                                                                                                                | <b>100</b>      |               |

**Comments:**



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## EXHIBIT

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### PURPOSE:

To provide educational and/or promotional material that is accurate, concise, and makes the audience respond in a positive way.

- Must upload at least one picture of the exhibit.
- Include in abstract a description of where and how it was used.
- Photo must clearly show the units of the exhibit.
- Entry must be original work of the applicant.

|          |                                                                                                  | <b>Possible Points</b> | <b>Actual Points</b> |
|----------|--------------------------------------------------------------------------------------------------|------------------------|----------------------|
| <b>1</b> | <b>Storytelling Ability</b>                                                                      |                        |                      |
|          | Does it contain all the elements necessary to tell the story?                                    | <b>20</b>              |                      |
|          | Are the elements in a logical relationship?                                                      | <b>20</b>              |                      |
|          | Is it generally free of distracting or unnecessary elements?                                     | <b>10</b>              |                      |
|          | Is creativity expressed?                                                                         | <b>10</b>              |                      |
| <b>2</b> | <b>Appropriate Captions And Titles</b>                                                           |                        |                      |
|          | Do the captions and text provide orientation or cues as to how the exhibit is to be interpreted? | <b>10</b>              |                      |
|          | Does the exhibit have the power to hold attention?                                               | <b>15</b>              |                      |
|          | Is the exhibit artistic (neat and well balanced)?                                                | <b>15</b>              |                      |
|          | <b>Total Possible Points:</b>                                                                    | <b>100</b>             |                      |

**Comments:**



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## FEATURE STORY

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### PURPOSE:

To capture the mood of the event or person(s) and create reader interest. This is not a news story. Article should focus on unique or special interest story.

- Upload original submitted copy and copy of published story. Published story may be a scanned copy or a photo.
- Associated photos appearing with story may be included.
- Articles must be original work of applicant(s).

|          |                                                                                                                                       | Possible Points | Actual Points |
|----------|---------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                                       |                 |               |
|          | Does the story capture the mood of the person or event?                                                                               | <b>30</b>       |               |
|          | Is there originality? Does the interest build on fresh ideas?<br>Does the story attract and hold reader's attention?                  | <b>25</b>       |               |
|          | Well written using correct grammar, short sentences, short paragraphs, and easily understood by reader. Does the story flow smoothly? | <b>25</b>       |               |
|          | Abstract information                                                                                                                  | <b>5</b>        |               |
| <b>2</b> | <b>Appearance</b>                                                                                                                     |                 |               |
|          | Was submitted copy neat, well spaced and clearly reproducible? Did it follow publication and/or journalism guidelines?                | <b>15</b>       |               |
|          | <b>Total Possible Points:</b>                                                                                                         | <b>100</b>      |               |

Comments:



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## **MEDIA PRESENTATION**

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### **PURPOSE:**

To provide educational and/or promotional material that is accurate, concise and holds the audience's attention.

- Individual/Team must produce the program using PowerPoint, Corel Presentations or similar presentation programs.
- Upload the presentation with the application.
- Materials must be original work of the applicant.

|          |                                                                                                                                     | <b>Possible Points</b> | <b>Actual Points</b> |
|----------|-------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------|
| <b>1</b> | <b>Content:</b>                                                                                                                     |                        |                      |
|          | Accurate, credible information and research based as applies.                                                                       | <b>20</b>              |                      |
|          | Subject matter is practical and educational.                                                                                        | <b>20</b>              |                      |
|          | Attracts and holds audience attention.                                                                                              | <b>15</b>              |                      |
|          | Well designed, using correct grammar and logical flow of content.                                                                   | <b>15</b>              |                      |
|          | Abstract information.                                                                                                               | <b>5</b>               |                      |
| <b>2</b> | <b>Appearance:</b>                                                                                                                  |                        |                      |
|          | Effective use of design and layout.                                                                                                 | <b>10</b>              |                      |
|          | Effective use of slide space.                                                                                                       | <b>10</b>              |                      |
|          | Various typographical and graphic techniques used (i.e. animation, background, color, text, transitions, graphic techniques, etc.). | <b>5</b>               |                      |
|          | <b>TOTAL:</b>                                                                                                                       | <b>100</b>             |                      |

**Comments:**



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## NEWS STORY

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### PURPOSE:

To present factual information or results in a manner clear and understandable for reader.

- Upload original submitted copy and copy of published news story. Published news story may be scanned or a photo of the published story may be submitted.
- Associated photos appearing with the story may be included.
- Article must be original work of the applicant(s).

|          |                                                                                                                                                                                                         | Possible Points | Actual Points |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                                                                                                         |                 |               |
|          | News value: is the material news worthy? Is essential information given? Do the facts tell the story? Is the material timely? Does the writer avoid editorializing and/or expressing personal opinions? | <b>25</b>       |               |
|          | Well written, using correct grammar, uncomplicated and short sentences, and simple.                                                                                                                     | <b>20</b>       |               |
|          | Is the article well organized? Are the most important facts presented first? Are the facts presented clearly so the reader understands?                                                                 | <b>20</b>       |               |
|          | Does the writer(s) style exhibit a fresh approach? Does the story attract and hold the reader's attention?                                                                                              | <b>15</b>       |               |
|          | Abstract information                                                                                                                                                                                    | <b>5</b>        |               |
| <b>2</b> | <b>Appearance:</b>                                                                                                                                                                                      |                 |               |
|          | Was submitted copy neat, well spaced, clearly reproducible and did it follow publication and/or journalism guidelines                                                                                   | <b>15</b>       |               |
|          | <b>TOTAL:</b>                                                                                                                                                                                           | <b>100</b>      |               |

Comments:





# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## PERIODICAL PUBLICATION

### INDIVIDUAL AND TEAM CATEGORIES

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

\_\_\_\_\_ INDIVIDUAL ENTRY \_\_\_\_\_ TEAM ENTRY

#### PURPOSE:

An information piece designed to inform, update, and make reader respond in a positive way. Examples may include newsletters, State Association publications, magazines, tabloids, etc.

- Must submit two different issues (not necessarily consecutive), but both must be from the same series (i.e. two newsletters or two State Association publications).
- The entry may be in printed or in electronic format but must be uploaded electronically for judging.
- Electronically produced publications must include web address.

|          |                                                                                                                                                         | Possible Points | Actual Points |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                                                         |                 |               |
|          | Concise yet includes all essential information.                                                                                                         | 15              |               |
|          | Designed to make the reader respond in a positive manner.                                                                                               | 20              |               |
|          | Attracts immediate interest (either by headline, illustration or opening sentence).                                                                     | 15              |               |
|          | Well written, using correct grammar, uncomplicated sentences and short paragraphs.                                                                      | 15              |               |
|          | Holds attention of reader.                                                                                                                              | 5               |               |
|          | Abstract information                                                                                                                                    | 5               |               |
| <b>2</b> | <b>Appearance:</b>                                                                                                                                      |                 |               |
|          | White space and margins used effectively.                                                                                                               | 10              |               |
|          | Various typographical techniques used (capitals, dashes, indentations, color, underlining, bold, fonts, etc.) to add to the effectiveness of the piece. | 10              |               |
|          | Neat, clear and clean cut.                                                                                                                              | 5               |               |
|          | <b>TOTAL:</b>                                                                                                                                           | <b>100</b>      |               |

Comments:



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## PERSONAL COLUMN

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### PURPOSE:

To develop a personal style of writing for publication in any type of print media. It should contain pertinent, appropriate, credible information congruent with the writer's style.

- Column must be original work of the applicant(s).
- Entries may be published in a newspaper column, magazine column, blogs, etc.
- Upload original submission and copy of published column of three different issues. Published columns may be scanned or a photo may be uploaded.

|          |                                                                                                                        | Possible Points | Actual Points |
|----------|------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                        |                 |               |
|          | Pertinent and appropriate for the tone of the column. Writer has developed a personal style.                           | <b>25</b>       |               |
|          | Has the writer used items that are timely? Does it include information that the reader needs at this particular time?  | <b>25</b>       |               |
|          | Well written, using correct grammar, uncomplicated sentences and short paragraphs.                                     | <b>20</b>       |               |
|          | Is there originality in the column and was the imagination used?                                                       | <b>10</b>       |               |
|          | Abstract information                                                                                                   | <b>5</b>        |               |
| <b>2</b> | <b>Appearance:</b>                                                                                                     |                 |               |
|          | Was submitted copy neat, well spaced, clearly reproducible and did it follow publication and/or journalism guidelines? | <b>15</b>       |               |
|          | <b>TOTAL:</b>                                                                                                          | <b>100</b>      |               |

Comments:



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## PROMOTIONAL PACKAGE

### INDIVIDUAL AND TEAM CATEGORIES

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

\_\_\_\_\_ INDIVIDUAL ENTRY \_\_\_\_\_ TEAM ENTRY

#### PURPOSE:

To attract audience member's attention and make them respond in a positive way.

- Entry must consist of two or more pieces such as video and brochure, poster, bookmark, tabloid, or any other combination of promotional pieces. Package pieces are not limited to those in individual section.
- All components of the promotional package must be a part of the same program/event.

|          |                                                                            | Possible Points | Actual Points |
|----------|----------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                            |                 |               |
|          | Designed to make the reader respond in some positive manner.               | 20              |               |
|          | Attracts immediate interest.                                               | 15              |               |
|          | Holds attention of user.                                                   | 15              |               |
|          | Concise yet includes all essential information.                            | 10              |               |
|          | Abstract information.                                                      | 5               |               |
| <b>2</b> | <b>Appearance:</b>                                                         |                 |               |
|          | Neat, clear and clean-cut.                                                 | 10              |               |
|          | Various design techniques used to add to the effectiveness of the package. | 10              |               |
|          | Do all pieces complement each other?                                       | 15              |               |
|          | <b>TOTAL:</b>                                                              | <b>100</b>      |               |

Comments:



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## PROMOTIONAL PIECE

### INDIVIDUAL AND TEAM CATEGORIES

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

\_\_\_\_\_ INDIVIDUAL ENTRY \_\_\_\_\_ TEAM ENTRY

#### PURPOSE:

To attract reader's attention and make reader respond in a positive way. Examples include poster, brochure, flyer, tabloid, newspaper insert, t-shirt, etc., but not a press release.

- Upload the document or a photo of item if it is not in document form.

|          |                                                                                                                                                         | Possible Points | Actual Points |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                                                         |                 |               |
|          | Attracts immediate interest (either by headline, illustration, or opening sentence) and holds the attention of the reader.                              | <b>20</b>       |               |
|          | Designed to make the reader respond in some positive manner.                                                                                            | <b>20</b>       |               |
|          | Well written, using correct grammar, uncomplicated sentences and short paragraphs.                                                                      | <b>15</b>       |               |
|          | Concise yet includes all essential information.                                                                                                         | <b>15</b>       |               |
|          | Abstract information.                                                                                                                                   | <b>5</b>        |               |
| <b>2</b> | <b>Appearance:</b>                                                                                                                                      |                 |               |
|          | White space and margins used effectively.                                                                                                               | <b>10</b>       |               |
|          | Various typographical techniques used (capitals, dashes, indentations, color, underlining, bold, fonts, etc.) to add to the effectiveness of the piece. | <b>10</b>       |               |
|          | Neat, clear and clean cut.                                                                                                                              | <b>15</b>       |               |
|          | <b>TOTAL:</b>                                                                                                                                           | <b>100</b>      |               |

**Comments:**



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## PUBLISHED PHOTO

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### PURPOSE:

To tell a story through a photo. Photo should be of high quality and follow photograph principles of composition. May be black and white or color and published or printed.

- Upload original photo with submitted text.
- Upload the publication of where photo was published. (i.e. may be published in newspaper, fair catalog, brochure, magazine, promotional piece, etc.). If actual publication cannot be uploaded, it can be scanned or a photo of the publication may be used.
- Please be sure to include in abstract information about the publication where photo was printed.
- Photos must be original work of the applicant(s).

|   |                                                                                                                                                                                                                                                                                                                                                                                               | Possible Points | Actual Points |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| 1 | <b>Composition:</b> Since composition may frequently be of importance in a photograph that is made for a specific purpose allied with content and photography quality, attention to composition for a pleasing picture should be studied. Consider pleasing arrangement, good subject, placement of subject, center of interest, camera angle, simplicity, lighting, framing, and background. | 25              |               |
| 2 | <b>Photographic Quality:</b> Consideration of this point should examine the technical skill of the photograph as indicted by the technique of photographically recording subjects. Variations in quality that would be emphasized in reproduction should be properly noted and evaluated. There should be sharp focus, good contrast, and lack of distortion.                                 | 25              |               |
| 3 | <b>Storytelling Ability:</b> Does the picture tell a story? Would the picture help in a definite way to put across a point? Does it have human interest appeal? Does it look natural? Does it reflect a mood?                                                                                                                                                                                 | 50              |               |
|   | <b>TOTAL:</b>                                                                                                                                                                                                                                                                                                                                                                                 | <b>100</b>      |               |

Comments:



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## RADIO PROGRAM

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### PURPOSE:

To provide educational or promotional information that is accurate, concise and makes listener respond in a positive manner or to attract listener's attention, hold attention and make listener respond in a positive way.

- Upload audio files.
- If a series of lessons, enter only one lesson. If entry is promotion spots, a collection may be entered.
- Individual/team must produce the program.

|          |                                                                                                                                                                                                                   | Possible Points | Actual Points |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                                                                                                                   |                 |               |
|          | Is the subject matter practical and educational or promotional and presented clearly and concisely?                                                                                                               | 20              |               |
|          | Was there good reason for discussing selected subjects at the time the program was recorded?                                                                                                                      | 10              |               |
|          | Is subject matter mainly aimed at a 4-H audience, but also appealing to the general public? Is it pertinent to the locality? If intended for general public as a promotional piece, does it accomplish this goal? | 10              |               |
| <b>2</b> | <b>Format:</b>                                                                                                                                                                                                    |                 |               |
|          | Do opening remarks attract the attention of the audience and arouse their interest?                                                                                                                               | 5               |               |
|          | Do questions or topics discussed flow freely, making a smooth transition that is easy to follow?                                                                                                                  | 5               |               |
|          | Do topics follow one another in logical sequence?                                                                                                                                                                 | 5               |               |
|          | Is the "close" friendly and direct? Does it prompt the listener to "tune in" tomorrow or next week?                                                                                                               | 5               |               |
| <b>3</b> | <b>Style:</b>                                                                                                                                                                                                     |                 |               |
|          | Does the entire show have sparkle, a personality? Does enthusiasm show and does information get across to the audience?                                                                                           | 15              |               |
|          | Is there enough variations in voice quality to keep the show from becoming monotonous?                                                                                                                            | 10              |               |
| <b>4</b> | <b>Technical Quality:</b> Does the technical quality of the recording meet broadcast standards? Is the recording crisp and clear, not garbled? Was the recording level properly set and maintained?               | 10              |               |
| <b>5</b> | <b>Abstract Information</b>                                                                                                                                                                                       | 5               |               |
|          | <b>TOTAL:</b>                                                                                                                                                                                                     | <b>100</b>      |               |

Comments:



# NATIONAL ASSOCIATION OF EXTENSION 4-H AGENTS

## VIDEO PROGRAM

NAME: \_\_\_\_\_ STATE: \_\_\_\_\_

### PURPOSE:

To provide educational or promotional information that is accurate, concise and makes listener respond in a positive manner or to attract listener's attention, hold attention and make listener respond in a positive way.

- Upload video files.
- If a series of videos, enter only one videon. If entry is promotion video spots, a collection may be entered.

|          |                                                                                                                                                                                                                   | Possible Points | Actual Points |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------|
| <b>1</b> | <b>Content:</b>                                                                                                                                                                                                   |                 |               |
|          | Is the subject matter practical and educational or promotional and presented clearly and concisely?                                                                                                               | 20              |               |
|          | Was there good reason for discussing selected subjects at the time the program was recorded?                                                                                                                      | 10              |               |
|          | Is subject matter mainly aimed at a 4-H audience, but also appealing to the general public? Is it pertinent to the locality? If intended for general public as a promotional piece, does it accomplish this goal? | 10              |               |
| <b>2</b> | <b>Format:</b>                                                                                                                                                                                                    |                 |               |
|          | Do opening remarks (audio and visual) attract the attention of the audience and arouse their interest?                                                                                                            | 5               |               |
|          | Do questions or topics discussed flow freely, making a smooth transition that is easy to follow?                                                                                                                  | 5               |               |
|          | Do topics follow one another in logical sequence?                                                                                                                                                                 | 5               |               |
|          | Is the "close" friendly and direct? Does it prompt the listener to "tune in" tomorrow or next week?                                                                                                               | 5               |               |
| <b>3</b> | <b>Style:</b>                                                                                                                                                                                                     |                 |               |
|          | Does the entire show have sparkle, a personality? Does enthusiasm show and does information get across to the audience?                                                                                           | 15              |               |
|          | Is there enough variations in voice quality to keep the show from becoming monotonous?                                                                                                                            | 10              |               |
| <b>4</b> | <b>Technical Quality:</b> Does the technical quality of the recording meet broadcast standards? Is the recording crisp and clear, not garbled? Was the recording level properly set and maintained?               | 10              |               |
| <b>5</b> | <b>Abstract Information</b>                                                                                                                                                                                       | 5               |               |
|          | <b>TOTAL:</b>                                                                                                                                                                                                     | <b>100</b>      |               |

Comments: