

NATIONAL ASSOCIATION OF EXTENSION 4-H YOUTH DEVELOPMENT PROFESSIONALS

2020 COMMUNICATOR AWARD CRITERIA & SCORE SHEETS

COMMUNICATOR AWARD OBJECTIVE

To recognize NAE4-HYDP 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-HYDP database as of January 31, 2020.
- 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 between **8:00 a.m. Eastern January 15, 2020 and 8:00 a.m. Eastern on March 2, 2020**. 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 for materials produced/completed from **January 1 to December 31, 2019**.
 - 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-HYDP Conference. Regional awards will be presented at the appropriate regional event during the NAE4-HYDP Conference.
 - For team awards, at least one member of the team must be an NAE4-HYDP 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 listed below.
 - **Objectives:** What are the goals of the entry? List what you tried to accomplish with the entry.
 - **Target Audience:** Identify the target audience, for example a news article might target daily readers or a promotional flyer for 4-H Day Camp might target 9-11 year old youth.
 - **Current Population:** Once you have identified the target audience, give the current population of the audience. This could be general population of your county or area, number of subscribers to newspaper or 4-H youth enrolled in your program or event.
 - **Publisher's Requirements:** List requirements for submission of items such as news articles, radio/audio programs, video programs, etc. Include how the editor wants the article and photos submitted. For audio/video programs what are the requirements for production and publishing online. If your university marketing department requires you to include appropriate Extension logos on items, closed captioning on videos, or other requirements, include that information. If you use outside printing businesses what are their requirements.
 - **Methods Used:** Describe any methods utilized to develop the entry item. This may include recording methods for items such as media presentations, online blogs, videos, podcasts, etc. It may also include sources read, information gathered for entries such as educational pieces, educational packages, media presentations, etc.
 - **Production Costs:** List the estimated costs to create, publish, distribute, etc. for your entry. For some items the cost might be zero but for most entries there is a supply cost. You might also include the value of your time to create the product if you don't have any expenses associated with printing, etc.
 - **Impact Results:** Include results as a result of your entry such as knowledge change, participation increases, funds raised, etc. if those are known at the time of the entry.
 - **Information on the role the applicant had in the entry:** This is important on team entries. List the roles for each person in developing the entry.
 - **Other information as outlined on each award description/score sheet**
2. **Abstracts may be uploaded in Word or PDF.** 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. 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. Keep in mind that judging continues through June and multiple judges will need to access any online content, so be sure that your submission remains available throughout the judging period.

AWARDS

Communicator Awards are sponsored by Fair Publishing House.

- National winners will receive plaques. National winners for teams being honored will receive one plaque and all team members will receive certificates
- Regional winners 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/Audio Program
13. Video Program

**NATIONAL ASSOCIATION
OF EXTENSION 4-H YOUTH DEVELOPMENT PROFESSIONALS**

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.
It is not a promotional package.

- Must consist of two or more components of the Communicator awards and be educational in nature (not promotional). There will be 3 spaces provided on the application to upload materials. If you have more than 3 different items, you may need to combine items into no more than 3 PDFs.
- 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.). Please provide the link(s) in the Abstract and in the link field(s).

		Possible Points	Actual Points
1	Content:		
	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	
2	Appearance:		
	Neat, clear, and clean-cut.	15	
	User friendly.	10	
	Total Possible Points:	100	

Comments:

NATIONAL ASSOCIATION OF EXTENSION 4-H YOUTH DEVELOPMENT PROFESSIONALS

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.
- If entry is an online piece, provide the link in the abstract and in the link field in the application.

		Possible Points	Actual Points
1	Content:		
	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	
2	Appearance:		
	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	
	Total Possible Points:	100	

Comments:

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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.

		Possible Points	Actual Points
1	Storytelling Ability		
	Does it contain all the elements necessary to tell the story?	15	
	Are the elements in a logical relationship?	20	
	Is it generally free of distracting or unnecessary elements?	10	
	Is creativity expressed?	10	
2	Appropriate Captions and Titles		
	Do the captions and text provide orientation or cues as to how the exhibit is to be interpreted?	10	
	Does the exhibit have the power to hold attention?	15	
	Is the exhibit artistic (neat and well balanced)?	15	
3	Abstract Information	5	
	Total Possible Points:	100	

Comments:

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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.
- If article was published online, applicant must include web address in the abstract. A PDF, screenshot, or similar saved copy of the published feature story article should also be provided as an attachment.
- Associated photos appearing with story may be included.
- Articles must be original work of applicant(s).

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

Comments:

NATIONAL ASSOCIATION OF EXTENSION 4-H YOUTH DEVELOPMENT PROFESSIONALS

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, Prezi, or similar presentation programs.
- If entry is an online piece, provide the link in the abstract and in the link field in the application. If media presentation is not too large to be attached, please provide with the application.
- Materials must be original work of the applicant.

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

Comments:

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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.
- If article was published online, applicant must include web address in the abstract. A PDF, screenshot, or similar saved copy of the published news story is to be uploaded as an attachment or provided in the link field.
- Associated photos appearing with the story may be included.
- Article must be original work of the applicant(s).

		Possible Points	Actual Points
1	Content:		
	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?	25	
	Well written, using correct grammar, uncomplicated and short sentences, and simple.	20	
	Is the article well organized? Are the most important facts presented first? Are the facts presented clearly so the reader understands?	20	
	Does the writer(s) style exhibit a fresh approach? Does the story attract and hold the reader's attention?	15	
	Abstract information	5	
2	Appearance:		
	Was submitted copy neat, well-spaced, clearly reproducible and did it follow publication and/or journalism guidelines	15	
	TOTAL:	100	

Comments:

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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.
- Electronically produced publications must include web address in the abstract. A PDF, screenshot, or similar saved copy of the published issues are to be uploaded as an attachment or link provided in the appropriate field.

		Possible Points	Actual Points
1	Content:		
	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	
2	Appearance:		
	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	
	TOTAL:	100	

Comments:

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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.
- Electronically produced column must include web address in the abstract. A PDF, screenshot, or similar saved copy of the published columns are to be uploaded as an attachment or the link can be provided in the appropriate fields of application.

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

Comments:

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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, 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.
- Electronically produced publications must include web addresses in the abstract. A PDF, screenshot, or similar saved copy of the published issues are to be uploaded as an attachment or in the link fields of the application.

		Possible Points	Actual Points
1	Content:		
	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	
2	Appearance:		
	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	
	TOTAL:	100	

Comments:

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

Comments:

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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 digitally or printed.

- Upload original photo (with submitted text, if any).
- Upload the publication in which the photo was published. (i.e. may be published in newspaper, fair catalog, brochure, magazine, promotional piece, etc.). If actual publication cannot be uploaded, a scanned version or a photo of the publication may be used or the link provided in the Abstract and in the link field.
- Include details of where the photo was published in abstract information.
- Photos must be original work of the applicant(s).

		Possible Points	Actual Points
1	Composition: Consider pleasing arrangement, good subject, placement of subject, center of interest, camera angle, simplicity, lighting, framing, and background. Keep in mind the specific purpose of the photo as it relates to the composition.	25	
2	Photographic Quality: Consider the technical skill of the photograph as indicted by the methods used to photographically record the subject(s). 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	Storytelling Ability: Does the picture tell a story? Would the picture help in a definite way to get a point across? Does it have human interest appeal? Does it look natural? Does it reflect a mood?	45	
4	Abstract Information	5	
	TOTAL:	100	

Comments:

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RADIO/AUDIO 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 file(s) or provide link to the radio/audio program.
- 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.
- May include radio programs, podcasts, etc. that are not part of a video.

		Possible Points	Actual Points
1	Content:		
	Is the subject matter practical, 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. If intended for general public as a promotional piece, does it accomplish this goal?	10	
2	Format:		
	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" in the future?	5	
3	Style:		
	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	
4	Technical Quality: 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	
5	Abstract Information	5	
	TOTAL:	100	

Comments:

NATIONAL ASSOCIATION OF EXTENSION 4-H YOUTH DEVELOPMENT PROFESSIONALS

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 they are not too large to attach.
- If a series of educational videos, enter only one video. If entry is promotional video spots, a collection may be entered.
- Electronically published video must include web address in the abstract. Any necessary log-in information to view the video must also be provided if applicable.

		Possible Points	Actual Points
1	Content:		
	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	
2	Format:		
	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" in the future?	5	
3	Style:		
	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	
4	Technical Quality: Does the technical quality of the recording meet broadcast standards? Is the recording crisp and clear, not garbled or blurry? Was the recording level properly set and maintained?	10	
5	Abstract Information	5	
	TOTAL:	100	

Comments: