

Agricultural Communications

Nebraska Career Development Event
Handbook and Rules for 2022-2027

IMPORTANT CHANGES TO FORMAT STARTING 2023:

Pre-qualifying event open to ALL schools in Nebraska will be held via Zoom during the first two weeks of February.

Top 10 teams from the pre-qualifying event will be invited to the state finals and to submit a full Media Plan

For full details of the change in format, see “Section 8. Event Format”

1. PURPOSE

The Nebraska State Agricultural Communications CDE, is a simplified version of the national event. It includes these 4 elements:

- Team Media Plan
- Media Plan Presentation
- Editing Exercise
- Communications Quiz

The purpose of the Agricultural Communications Career Development Event is to provide individuals with basic communications skills necessary to take advantage of career opportunities in agricultural communications. Public communications about agricultural products, practices and policies are essential to the future of agriculture. Students who are equipped with strong communication skills and who can use a variety of media to help the public understand issues related to the agricultural industry have a bright future in the job market.

This event draws from Ag Communication curricula that contain the following elements: Strategic Communications/Integrated Multimedia Communications, Science literacy, Public Issues and Policy, Presentation strategies, News writing/editing, APA style.

AFNR Courses this CDE Aligns with: Ag Sales & Marketing, Ag Businesses, Ag Communications, Entrepreneurship, Economics & Agribusiness Management, Leadership & Ethics in Agriculture.

2. OBJECTIVES¹

The Agricultural Communications CDE provides an opportunity for the participant to:

- In a team effort, develop and present an effective media plan for a client by creatively employing elements of media planning which are referenced in the media plan proposal scorecard.
- Demonstrate knowledge in areas of agricultural communications
- Apply correct Associated Press style conventions to the selected communication channels (Purdue OWL <https://owl.english.purdue.edu/owl>)

Media Plan Objectives:

- Properly select a client or situation that matches the current year's scenario.
- Properly identify client needs.
- Create strategic communications plan for a client using all the elements from the Media Plan - Scorecard to satisfy the client's needs
- Deliver an effective presentation to communicate key points of the media plan
- Develop a news story that accurately reflects the campaign
- Develop an opinion editorial (op-ed) piece that describes differing points of view as well as yours.
- Develop a website using Wordpress.com, Wix.com, Weebly.com, etc.
- Create a 60-90 second video that relates to the campaign
- Demonstrate knowledge of AP style writing (OWL Purdue)
- Consider writing quality, clarity, grammar, punctuation and format

Editing Exercise and Communications Quiz Objectives:

- Demonstrate proficiency in AP style
- Identify and correct grammatical errors
- Demonstrate knowledge related to basic elements of journalistic writing, broadcasting, public relations, graphic design, and communication ethics.

¹ For information on best practices to meet these objectives please review the "Agricultural Communications in the Classroom Guidebook" available on the National CDE website or at <https://alec.unl.edu/agedcde/ag-communications>.

3. ELIGIBILITY

State Pre-Qualifier Guidelines

All Nebraska schools will be eligible to compete in the state pre-qualifying competition held in early February and hosted by the Nebraska Agricultural Communications CDE Superintendent(s). The qualifying event will be held via Zoom and will consist of the following components:

- Communications Quiz (15 minutes)
- Editing Exercise (15 minutes)
- Media Plan Exercise (30 minutes)

Practice tests can be found [HERE](#). The pre-qualifier event will be completed in teams of 4, and the cumulative team score for the quiz and exercises will be used to determine which teams will qualify for the state finals competition, which will be held during the Nebraska FFA Convention.

State Finals Eligibility Guidelines

- The top 10 teams from the pre-qualifying round will be invited to compete at the Nebraska Agricultural Communications CDE Finals and to submit a full media plan.
- Qualified schools must complete and submit a Media Plan by the provided deadline (typically mid-March) to compete in the State CDE. The media plan must be submitted electronically in PDF format to the link provided on this webpage: <https://alec.unl.edu/agedcde/ag-communications>
- A penalty of 10% will be assessed for documents received after the deadline.
- The Media Plan must address the theme/scenario as described and meet the same criteria as the National FFA rules and will be judged using the same rubric. Refer to the “Event Guideline” section for more details about the Media Plan format.

Team Eligibility Guidelines

- Teams consist of four members. Teams not having 4 members will not be allowed to participate.
 - Teams must register and pay to compete in the Pre-Qualifier event at \$3/person (\$12/team). At the time of registration, all teams must provide the names of the 4 team members and 4 alternates. Teams that qualify for Finals will not need to pay an additional registration fee. Alternates may be used during Finals as long as they were registered for the Pre-Qualifier.
 - To compete in the Nebraska Agricultural Communications CDE Finals, teams must score in the top 10 teams at the state pre-qualifying event and submit a Media Plan by the deadline, which will be determined each year (typically mid-March).
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4. RECOMMENDED ATTIRE

- FFA official dress or other professional dress is required to participate in this event.
- 10 points will be deducted from the individual score if official/professional dress is not worn, per individual who does not wear official dress.

5. REQUIRED SUPPLIES AND EQUIPMENT

Teams must supply the following in order to compete in the state pre-qualifying event:

- Computers with Zoom capabilities
- Internet access

State Pre-Qualifying Event (via distance)

Students must be in the same room with an approved proctor. The room must be quiet, and no other people other than the proctor and four students may be present. See Section 8 for more details on who may proctor.

Technology Requirements for the pre-qualifying event:

Please work with your technology coordinator early to ensure your students can participate with these minimum requirements:

- A reliable internet connection of at least 10 mbps is required.
- Zoom should be installed and updated to the latest version prior to the event. We recommend testing Zoom prior so you know that the camera and audio are configured properly. Tip: Students may need to click “Connect to Computer/Device Audio” after joining a meeting.
- Each student must have their own device. Choose an option listed below:
 - Option 1 (preferred): A Windows or Mac laptop/computer with a functioning web camera, microphone, and speakers capable of running Zoom. System Requirements for [Windows/Mac](#) can be found here.
 - Option 2: A Chromebook with a functioning web camera, microphone and speakers capable of running Zoom (download from the Google Play Store). Some Chromebooks have difficulty running Zoom, so pre-testing is strongly encouraged.
 - Unfortunately, iPads/tablets are not allowed, as Zoom will stop sending video once a student moves to a different App/web browser. Teachers should work with their technology coordinator in advance to find enough laptops or Chromebooks.
- Events will utilize Google Forms (Quiz) as the testing platform. Access to Google services with a modern web browser is essential, so school filters should be checked.

State Finals (in-person): Teams must supply the following if qualified to compete at the Nebraska Agricultural Communications CDE Finals:

- 4 pencil/pens for Editing Exercise and Communications Quiz

- Materials needed for Media Plan Presentations

The following equipment will be provided for the Media Plan Presentations:

- PC computer with PowerPoint
- Digital Projector
- Projector screen and table

Note. Teams may bring additional equipment for the media plan presentation as long as they are able to set up and tear down equipment in the time allowed for the presentation.

6. EVENT SCHEDULE

Dates to Know

- **January 15** (Approximately)- Registration for state pre-qualifying event
- **1st two weeks of February** - State qualifying event held via Zoom (2 meeting times available)
- **3rd week of February** - Top 10 teams qualified for state finals competition notified and media plan scenario provided
- **Mid-March** - Media Plans due to CDE Superintendent for qualified teams.

State CDE Schedule

- Teams will have scheduled times the day of the event for their presentations.
 - The day of the event, teams will complete the Editing Exercise, Communications Quiz, and Media Plan Presentation.
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7. ANNUAL THEME/SCENARIO

Each team will act as communication consultants and develop a media plan about a topic and from the assigned client. The scenario will identify a client with a communications need and will have a budget of \$5,000.

The scenario each year will be provided when the top 10 qualifying teams are announced. The scenario will align with the National Agricultural Communications CDE scenario.

Because the National FFA scenario is used, teams may start working on the media plan prior to the mid-February announcement of the Top 10 team finalists. If so, teams should understand that pre-work on the media plan does not guarantee participation in the in-person event.

8. EVENT FORMAT

STATE PRE-QUALIFYING COMPETITION

The CDE superintendent will host the state pre-qualifying competition via Zoom for all teams wishing to compete in the Nebraska Agricultural Communications CDE. Teams of four will compete in the event, and each member will complete the following exercises:

- Communications Quiz (15 minutes)
- Editing Exercise (15 minutes)
- Media Plan Exercise (30 minutes)

The Communications Quiz and the Editing Exercise will be completed individually by all team members. All members of the team will work together to complete and submit a single Media Plan Exercise.

For the pre-qualifying event, teams will need to identify a proctor. The proctor must be an administrator, guidance counselor, or a librarian, and the contact information for the proctor will be required by a specified date after registration. Proctor guidelines will be distributed to registered proctors prior to the pre-qualifier.

Team scores will be calculated based on the summation of each individual's score for the Editing Exercise and Communications Quiz plus the team's score for the Media Plan Exercise. The top 10 scoring teams will be invited to the finals. **All scores will be reset and will NOT carry over to scoring for the finals.**

NEBRASKA AGRICULTURAL COMMUNICATIONS CDE - FINALS

The top 10 scoring teams from the qualifying round will be invited to compete at the Nebraska Agricultural Communications CDE - Finals. At the time of the invitation, teams will be provided a scenario for a Media Plan to be submitted prior to the competition.

At the finals, each team will deliver their media plan as a formal presentation, and each team member will retake the Communications Quiz and Editing Exercise. Only the scores from the Finals will count toward the State CDE. Scores from the qualifying round will not carry over.

A detailed description for each component of the CDE is below:

COMMUNICATIONS QUIZ

Each member will complete a quiz that covers basic elements important to journalistic writing, broadcasting, public relations, graphic design, and communication ethics. Much of the information for the quiz will be drawn from the National FFA's online resource: Agricultural Communications in the Classroom: Preparing for a Future in the Agricultural Communications Industry or from the Associated Press Stylebook. Team members will NOT be able to use the style manual or dictionary during this exercise. Participants will have 15 minutes to complete this quiz. Students will complete this during the pre-qualifying and finals rounds.

EDITING EXERCISE

Because editing is a critical skill for all communicators, each team member will complete an editing exercise. They will be given a printed document that contains 25 mistakes. In correcting the mistakes, team members may be required to use correct proofreader's marks (see Associated Press Stylebook). Style, grammar, punctuation and spelling mistakes will be included. Team members will NOT be able to use the style manual or a dictionary during this exercise. Participants will have 15 minutes to complete this exercise. Students will complete this during the pre-qualifying and finals rounds.

MEDIA PLAN EXERCISE

Each team will complete a Media Plan Exercise consisting of 5 short-answer questions related to the development of a media plan. Teams will not be developing full plans, but rather explaining/drafting components of a plan. Teams will have 30 minutes to complete this exercise. Students will complete this only during the qualifying round and will require a registered proctor be present in the room (see "State Pre-Qualifying Competition" above for details).

AGRICULTURE-RELATED MEDIA PLAN

Teams will play the role of communications consultants and will develop a media plan for an assigned scenario. (See "Event Format" above for information about the scenario.) The scenario will identify a client with a communications need and a budget. Please reference the current event specifications in the term orientation packet. At the state event, the team will make an oral presentation of the media plan. Only qualified teams for finals will submit a full media plan.

A media plan is a written document that describes the following:

- Objectives - What the group wants to accomplish with the media plan.
- Target audience - Description of who the client is trying to reach, including demographic data.
- Strategic plan and tactics - Ways in which the objectives can be accomplished.
- Timeline - When the objectives will be accomplished.
- Evaluation - How the results will be measured.
- Budget - How much the plan will cost.

GUIDELINES FOR MEDIA PLAN

- A maximum of 15 typed pages not including cover page, table of contents, references, or appendices.
- Double-spaced with 1" margins.
- Paginated (numbered pages not including cover page).
- 12-point Times New Roman font (not including display text or headings).
- Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources.

The media plan must include the following sections (points will be deducted for missing or incomplete sections):

Cover page

- Must include the title of the media plan, CDE name, chapter name, team member names and year in school.
- May include a creative design.

Table of Contents

Executive Summary - 1 page maximum

- Brief description of the contents of the media plan.
- The executive summary previews the main points of the complete plan. It allows the reader to get the main points without reading the whole document.
- Helpful tip: complete this after the plan has been written.

Introduction and Overview - 2 pages maximum

- Introduction- a brief background of the issue/topic and a statement of the problem establishing the need for this media plan.
- Overview- a brief preview of what is contained in the plan and how it will benefit the client.

Audience - 2 pages maximum

- Who the client is trying to reach with the media plan.
- The demographic characteristics of the intended audience.

Strategic Plan - 4 pages maximum

- The heart of the plan, including the objectives.
 - Make sure to create SMART objectives (Specific, Measurable, Attainable, Relevant, Timely)
- Key messages or themes to communicate to the audience.
- Explanation of how the objectives will be met, including justification of chosen media tactics.
 - Plan should also discuss the examples in the appendix (journalistic writing, opinion writing, website design, and video)
- Description of how the plan will be executed.

Social Media Tactic of Strategic Plan - 2 pages maximum

- A social media plan is required that addresses the following:
 - Social media platforms to be used
 - Plan to gain followers
 - Plan to engage followers
- General idea of message to be posted

Timeline - 1 page maximum

- Explanation of the duration of the plan and the timing of the media tactics.

Evaluation - 1 page maximum

- Description of proposed methods to determine if the objectives were met.

Budget - 1 page maximum

- Table of all costs associated with implementing the media plan.
- Narratives typically will not be included with the budget table.

Conclusion - 1 page maximum

- A final summary of key points related to the strategic plan and a statement persuading the client that the plan is a good solution to the communication problem.
- Not a restatement of the introduction and overview.

References

- Formatted and edited according to the Publication Manual of the American Psychological Association (APA).

Appendices/Examples (REQUIRED)

- **Web Design:** The objective under “web design” is effective communication or information sharing through an online website.
 - Note. Students should double-check the website has been published and viewable by a guest prior to submitting.
- **Video:** The objective under “video” is the proper development and integration of electronic media. Please include the video URL in the appendix. The video example may include – but is not limited to – one of the following:
 - Digital news broadcast
 - Broadcast (TV) advertising
 - Broadcast (TV) story
- **Journalistic Writing:** The objective under “journalistic writing” is effective and understandable objective writing, consistent with Associated Press (AP) Style, that conveys messages to targeted audiences. The journalistic writing example may include one of the following:
 - Press release
 - News story
 - Feature story
- **Opinion Writing:** The objective under “opinion writing” is to share the opinion of the writer and to describe different points of view. Examples of opinion writing include the following:
 - Blog post
 - Op-Ed
 - Letter to the Editor
- Web design, video, journalistic writing, and opinion writing are required in the appendix, but additional examples may also be included if appropriate.

MEDIA PLAN PRESENTATION

Qualified teams for finals will be asked to present their media plan as if pitching it to the client identified in the scenario the day of the event.

- The presentation should follow the structure of the written media plan.

- Teams are encouraged to bring examples of materials that would be used in the execution of the plan (e.g., social media, broadcast advertising, print advertising, press releases, fliers, brochures, website, blogging, and displays).
 - Each team member must participate in the presentation.
 - Each team will be allowed 12 minutes to present its media plan to a panel of judges, who will play the role of the client. Five points will be deducted for each major fraction of a minute over the 12 minutes allowed for the presentation. Following the presentation, judges will be allowed five minutes to ask questions.
 - Teams will have a total of 10 minutes for setting-up and tearing-down equipment (e.g., 5 minutes to set up and 5 minutes to tear down).
 - Provided equipment includes a PC computer with PowerPoint, digital projector, projector screen, and table.
 - Note: Teams may bring additional equipment for the presentation as long as they are able to set up and tear down equipment in the time allowed.
 - In the case of equipment failure, the team may be asked to move forward with the presentation. A back-up plan is recommended.
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9. SCORING

NOTE: No unapproved electronic devices of any kind, including cell phones, computers, tablets (e.g., iPad), and audio recorders will be allowed during the Editing Exercise or Communications Quiz. Use of these devices will result in an automatic disqualification of your team.

Pre-Qualifying Round Team Score Calculation

- Communications Quiz (25 points x 4) = 100 points
- Editing Exercise (25 points x 4) = 100 points
- Media Plan Exercise = 25 points
- **Total Points Possible = 225 points**

Finals Team Score Calculation Score

Based on scores only from the Finals

- Media Plan = 200 points
- Media Plan Presentation = 100 points
- Communications Quiz (25 points x 4) = 100 points
- Editing Exercise (25 points x 4) = 100 points
- **Total Points Possible = 500 points**

Finals Individual Score Calculation Score

Based on scores only from the Finals

- Communications Quiz = 25 points
- Editing Exercise = 25 points
- **Total Individual Points Possible = 50 points**

10. TIEBREAKER

Pre-Qualifying Round Team Score Tiebreakers

Team ties will be decided, in the following order:

1. Media Plan Exercise Score
2. Combined Editing Exercise Score
3. Combined Communications Quiz Score

Finals Round Team Score Tiebreakers

Team ties will be decided, in the following order:

1. Media Plan Score
2. Media Plan Presentation Score
3. Combined Editing Exercise Score
4. Combined Communications Quiz Score

Individual ties will be decided, in the following order:

1. Editing Exercise Score
2. Communications Quiz Score
3. Team Media Plan Score
4. Questions as determined by Superintendent

11. RESOURCE MATERIALS

- Nebraska Agricultural Communications CDE - Find all practice exercises, example media plans, and more at the following link: <https://tinyurl.com/AgCommCDENE>
- Agricultural Communications in the Classroom
<https://ffa.app.box.com/s/p0grr53pogn6lff1fuqffk96t2hi6o36/file/288007497829>
- Purdue University's Online Writing Lab (OWL)
<https://owl.english.purdue.edu/owl/>
 - Associated Press Style section (Writer Practicum writing style)
<https://go.unl.edu/owlap>
 - Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources <https://go.unl.edu/owlapa>
- Quick and Dirty Tips: Grammar" (Grammar Girl) <https://go.unl.edu/grammargirl>
- Recommended: [Agricultural Communications in Action: A Hands on Approach](#) by Ricky Telg and Tracy Irani

PAST EXAMS

For past examples of media plans, editing exercises, and communications quizzes, please click the links below

- [National FFA Agricultural Communications CDE](#)
- [Nebraska FFA Agricultural Communications CDE](#)

12. POST-CDE DEBRIEFING OPPORTUNITY

There will be no debriefing however, all scorecards are returned to the teams at the conclusion of state convention.

APPENDIX

Appendix 1. Explanation of Journalistic Writing

The main difference between either a **news and feature story versus a press release** is WHO writes it. The difference between a **news and feature story** is the depth.

Press release is written by someone in the group or organization releasing the information. It could be announcing a new product, a new board member, growth in the releasing company. It's an advertisement without buying the ad. Basically they send it out to as many news outlets as possible hoping to get the info out quickly and cheaply. For example, we just got one from Conagra announcing a new CEO. Journalists don't write these, the releasing organization does. But it's not just facts. You need a headline to grab attention, you need a lead sentence to entice the reader, and, there are very specific rules using AP style for press releases. This includes notations, how to type numbers, how it's signed at the end. When I judge these it's VERY obvious which kids or chapters have done a little work ahead of time. If they do a halfway reasonable job of AP style I don't usually don't lower their score too much. The most important part of a press release is Who, What, Where, When and Why.

<http://wordeng.com/ap-style/press-release-format>

News story is written by a journalist on information they got either from interviews, eye witness accounts, or official statements. News stories are shorter for radio or TV use. They are time sensitive because they need to go out to the public as soon as possible. News stories also go straight to the point, deliver the facts within the first 1-2 paragraphs and are 300-500 words.

<https://libguides.southernct.edu/journalism/howtowrite>

Feature story is oftentimes a human interest piece and might be a multi part series. Used a lot for TV. One example was about the homeless in Omaha. It's a story told from multiple perspectives.

<https://www.thebalance.com/what-is-a-feature-2316029>

Appendix 2. Explanation of Opinion Writing

Blog (ongoing)

A blog is a frequently updated online personal journal or diary. It is a place to express one's personal self to the world.

<http://blogbasics.com/what-is-a-blog/>

Op-Ed (one-time)

The term "op-ed" means opposite the editorial. In newspapers, it describes the common placement of an op-ed piece being on the page opposite an editorial. Op-eds are designed to offer an alternate position, generally from an industry or subject-matter expert. They are offered to educate members of the public about an issue, beyond what the media outlet may have been covering independently.

<https://www.dirjournal.com/articles/what-is-an-op-ed/>

Letter to the Editor (one-time)

The purpose of a letter to the editor is to express individual views about a current issue. Anyone can write a letter to the editor, but generally, the composers are very passionate about particular issues.

<https://ctb.ku.edu/en/table-of-contents/advocacy/direct-action/letters-to-editor/main>

Appendix 3. Web Design Resources

Part of the Media Plan will be to create a website related to the proposal. Below are a list of free sites that are user-friendly to create a website:

- Wordpress.com
- Wix.com
- Weebly.com

You are not limited to using the websites above for creating the web design, but these are recommended. Please be sure to share the **PUBLISHED** URL for the website you created.

Appendix 4. Video Editing Resources

Teams will have to create a video as part of their Media Plan. You may use any editing software you choose. Below is a list of recommended video editing software that are free/low cost and user-friendly:

- iMovie
- Adobe Spark
- Magisto

Please submit your video as a link. It may be easiest to upload **your video to YouTube**. You can find directions for how to post an unlisted video to YouTube [here](#).
<https://go.unl.edu/unlistedyoutubevideos>

Appendix 5. Media Plan Scorecard

	Possible Score	Team Score
Plan Includes all Requirements 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)	10	
Proposal is Relevant to Scenario Entire narrative focuses on addressing the client's specific public communication needs.	10	
Overview (Executive Summary) Adequately explains the plan without reading the entire document	10	
Introduction Provides adequate background of the issue; clearly states the problem and need for plan; describes how the plan will benefit the client	15	
Description of Audience Clearly describes (including demographics) who is targeted with the media plan	15	
Detailed Strategic Plan Clearly states objectives; explains how objectives will be met; explains why chosen mediums are appropriate to meet objectives; describes how plan will be executed.	30	
Timeline Explains duration of plan and timing of media tactics	10	
Method of Evaluation Proposes methods to determine if the objectives were met	15	
Budget Explains all costs associated with implementing the media plan	10	
Conclusion	10	
Appendix		
Web Design	10	
Video	10	
Journalistic Writing	10	
Opinion Writing	10	
Quality of Writing Grammar, spelling, punctuation, capitalization, sentence structure	25	
TOTAL POINTS	200	

Appendix 6. Media Plan Presentation Scorecard

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
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.		X3	
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 nervousness. Pronunciation of words 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.		X3	
Being detail-oriented; provide details	Is able to stay fully detail-oriented. Always provides details which support the issue to communicate the key concepts of the plan; is well organized.	Is mostly good at being detail-oriented. Usually provides details which are supportive of the issue, 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.		X2	
Speaking unrehearsed and natural	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, 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.		X3	
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.		X1	
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.		X3	
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.		X3	
Questions and answers	Correctly respond 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.		X2	
Total (100 possible points)						

