

A Guide to Making an Entry in the 2017 NACAA Communication Contest



David Marrison, National Chair for the
NACAA Communications Committee

NACAA Communications Committee Leadership

- David Marrison, National Chair
- Donna Hamlin Beliech, South
Region Vice-Chair
- Michelle Buchanan, North Central
Region Vice-Chair
- Mark Heitstuman, West Region
Vice-Chair
- Marjorie Peronto, Northeast Vice-
Chair





Eligibility & Judging Criteria

- Members of NACAA in good standing with their state association are eligible to enter, including team entry members.
- Extension editors and/or other paraprofessional Extension Communication specialists are not eligible.
- Only one entry per class per individual.
- All classes are open to entries from one or more NACAA members with the exception of Class 2 - published photo, Class 5 - personal column and Class 7 - individual newsletter, which are open to individual entries only.
- Entries must have been used by member between March 15, 2016 and March 15, 2017.



Eligibility & Judging Criteria

- Entry materials that have already been state, regional, or national winners are not eligible again.
- First place national winners may not repeat in consecutive years in the same category.
- Communications Committee State, Regional, and National Chairs are not eligible to participate in this program unless they are one member of a team entry with another person as the primary entrant.



Awards

Awards in each of the fourteen (14) categories are as follows:

- National Category Winner - Plaque and cash if donor available. \$500?
- 3 National Category Finalists - Plaque and cash if donor available. \$250
- 8 Regional Category Finalists - Certificate
- State Category Winners – Certificate



Details for Winners

- Award lunch will be held on Tuesday, July 11, 2017 for winners. All winners (including state) are encouraged to attend.
- First place National Winner and all National Finalists must register and attend AM/PIC in Salt Lake City- July 9-13, 2017 to receive their award.
- The National Board approved our committee's request that the "check" for National winners could be picked up by someone other than the lead author at the conference. However it has to be picked up by a NACAA Member who is listed as a team member on the entry.
- National winners will be asked to help prepare a display of the national winners.



Abstracts



- Each entry must have an abstract.
- Include members' name, state, and county (team entries should list all NACAA members who contributed to the entry)
- A short summary that includes objective, purpose (why, when, how, audience, and audience number, and results); and how the entry was prepared (i.e. recorded, edited, printed, or duplicated professionally or by field staff on field office equipment), how distributed and how many were distributed.
- The abstract should include the member's contribution to the final product.
- Check out pages 110-126 of the 2016 Proceedings to read more about the winning entries.
- <http://www.nacaa.com/2016/2016%20Proceedings%20lr.pdf>



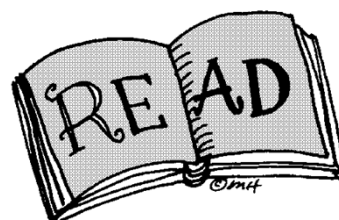
Abstracts

- Take time to write a quality abstract.
- Make sure the abstracts are written to demonstrate impact. Ask the question...so what?
- Show include the member's contribution to the final product.
- The quality of the abstract is often the difference between the national winner and the national finalist (and so forth).
- Phonetics (first & last). Mare-ah-sun (Marrison)



Tips from Your Committee

- Make sure to read the description for each category carefully to see what needs to be attached with the general application. If you forgot a part, your application will be rejected.
- Read the scoresheet for each category as it will tell you what the judges will be looking for in each entry.



Category #1 Audio Recording



- 1 to 15 minute presentation.
- Recording can be a complete program or segment of a radio program, podcast, etc. to be judged.
- Member(s) must have been a major contributor to the presentation or conducted the interview(s).
- In the abstract, indicate date and time(s) used, station(s) where program aired and where recorded (agent's office, station, etc.).
- Submit electronic entries using MP3 file or provide link (URL) in the abstract where recording is located on the web. 10 MB maximum file size.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017		
Name _____	State _____	
CATEGORY 1 AUDIO RECORDINGS	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Does the program contain useful information? Is sufficient information given so listeners can use it? Was there good reason for discussing the selected subject at the time the program was aired? Will it interest a majority of the audience? Was information localized and appropriate?	25	
2. FORMAT Do opening remarks attract attention and arouse audience interest? Do topics follow one another in logical sequence? Does information discussed flow smoothly and naturally? Is the closing friendly and direct? Will it prompt the listener to tune in again?	15	
3. STYLE Does the entire show have zeal? Does a pleasing and friendly personality show through? Does the agent have enough variation in voice quality and mood to keep the show from becoming monotonous?	25	
4. TECHNICAL QUALITY Does the technical quality of the recording meet broadcast standards?	20	
5. ABSTRACT Were instructions and format for submitting abstract followed?	15	
	TOTAL POINTS	100
COMMENTS:		



Category #2 Published Photo & Caption

- One or more black and white or colored photos taken by member which tell a story.
- Include a scan of the clipping containing the photo (JPEG or PDF); cutline and story, if used (PDF).
- Submit the original photo in JPEG format.
- Pictures should be at least 1024x768 pixels. Only photo and caption will be judged. 10 MB maximum file size for each file.



NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

**CATEGORY 2
PUBLISHED
PHOTO & CAPTION**

	POSSIBLE POINTS	YOUR SCORE
1. STORYTELLING ABILITY Does it contain all the elements necessary to tell the story? Are the elements in a logical relationship? Is it generally free of distracting or unnecessary elements?	15	
2. APPROPRIATE CAPTIONS AND/OR TEXT Do the caption and text provide orientation or cues as to how the picture is to be interpreted? Do they avoid repeating what is obvious from viewing the photos?	15	
3. PHOTOGRAPHIC QUALITY Are the photos clear and sharp and of a high technical quality? Do the photos have good composition?	35	
4. IMPACT Does the photo have the ability to capture the viewers' attention?	20	
5. ABSTRACT Were instructions and format for submitting abstract followed?	15	
TOTAL POINTS	100	

COMMENTS:



Category #3

Computer Generated Graphics Presentation With Script

- Maximum of 50 slides up to 15 minutes in length
- If longer, entrant must designate portion of set to be judged by indicating that portion on the script. Upload in PowerPoint or PDF format.
- Presentations created with Adobe Presenter, web conferencing or similar software and published online as recordings should be submitted under this category. Include the URL in the abstract. 10 MB maximum file size.

Category #3

Computer Generated Graphics Presentation With Script

- A maximum of 50 slides up to 15 minutes in length is permitted.
- **If the powerpoint is longer, the entrant must designate portion of set to be judged by indicating that portion on the abstract or script.**

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

CATEGORY 3

**COMPUTER GENERATED
GRAPHICS PRESENTATION WITH
SCRIPT**

	POSSIBLE POINTS	YOUR SCORE
1. ORGANIZATION AND CONTINUITY (Maximum of 50 slides) Is the presentation clear and logical? Does each visual add to the message, and is there continuity from one visual to another?	35	
2. APPROPRIATE SCRIPT Is the script succinct and clearly written? Does it complement the visuals rather than merely repeat their content?	15	
3. QUALITY OF VISUALS Are the visuals clear and sharp and of a high technical quality? Do the visual aids have good composition? Does creativity heighten interest?	35	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
TOTAL POINTS	100	

COMMENTS:



Category #4 Program Promotional Piece

- One short promotional item used to advertise a program or event and/or alert the reader to an important current issue. It should create awareness and call for action.
- In the abstract, indicate audience to whom the item was sent and the number distributed as well as results of number registered.
- 10 MB maximum file size in PDF format.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

CATEGORY 4 PROGRAM PROMOTION PIECE	POSSIBLE POINTS	YOUR SCORE
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1. CONTENT Does material open by interesting the reader in topic or event? Is it made clear for whom the information is intended? Is information timely, vital, and helpful? Is the writing concise while including all essential information? Does piece ask clearly for reader action?	35	
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2. READABILITY Is the piece clearly written using uncomplicated language, concise paragraphs, correct spelling and punctuation? Are headings or subtitles used to organize information? Is the tone appropriate for the message?	15	
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3. DESIGN AND APPEARANCE Do the format and design attract and guide the reader to the intended action? Do the illustrations clarify the information and support the message? Is the design appropriate for the audience? Is promotional piece clear and clean? Does it grab attention?	35	
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4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
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TOTAL POINTS	100	
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COMMENTS:

Category #5 Personal Column

- Submit PDFs of original copy for two columns for two different dates.
- Also submit scanned copies of the final published articles.
- 10 MB maximum file size for each.



Tools of the Trade

- When you submit a manuscript to the local papers for news column or featured story; take time to check how your original document is changed by the editor.
- You can use their changes to show you how to write better for news publications.

Growing season has had its ups and downs

Hello, Ashtabula County! Wow, the weather during this year's growing season has been a bumpy roller coaster. In fact, if it is out of the ordinary, it has happened this year. An early April warm-up was followed by weeks of rain. When the rain stopped and our planting rounded into full form at the end of May, local farmers were hit with killing frosts. Then, an extremely dry and hot June helped farmers get their crops in the ground and really move through hay harvest in record setting speed. Now the beginning of July has brought back cool early "June-like" weather. Go figure! Cross your fingers that the reminder of the summer provides our local crops with perfect moisture and temperature levels.

As many of you know, our county is unique not only for its crazy roller coaster weather patterns, but also in that it contains the longest as well as the



DAVID
MARRISON

in the State of Ohio. These factors often require local producers to plant shorter season, lower yielding varieties of corn and soybeans.

The down side to all of this is that little research is done in our state on these crops. This "lack of research" is no surprise as the major corn belt in the western part of Ohio usually has plenty of growing degree days to harvest the longer season and higher yielding corn varieties. So what can we do about all this?

I am very pleased to announce that the Ashtabula County Agronomy Committee is, for its fifth consecutive year, working in conjunction with OSU Extension to conduct a field evaluation of short season corn hybrids. I real-



TODDLER-HIGH
BY the 4th of July, Analiese Marrison daughter of County Agent, David Marrison helps her dad check this year's short season test plots over the holiday weekend to make sure that the corn is knee-high.

for their efforts in starting this project four years ago and for making the commitment to continue it this year. This research has garnered a lot of attention.

The purpose of the Ashtabula County short-season corn variety test plots is to provide a source

of objective information on the relative performance of corn hybrids that are in the 80-90 day maturity category. The corn varieties that are in the plots are: Pioneer 38P05, 38T27, 38A25; Novartis N21V6, N35-R7, N33-V5; Dekalb 46-26, 39-45; Croplan 266, 344BT,


during our study are: yield, grain moisture at harvest, test weight, and the relative value after drying at harvest. The information collected will provide agricultural producers with comparative information which will allow them to select the most profitable

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

CATEGORY 5 PERSONAL COLUMN	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Does the column contain useful, timely information? Does it provide enough details for the reader to be able to use the information or tell the reader where to learn more?	25	
2. PERSONALIZED APPROACH Is the column written in a conversational style? Does the writer make use of personal or local anecdotes to get his/her point across? Does the writer talk to the readers rather than down to them?	20	
3. CREATIVITY Does the writer show originality in choice of topics or presentation or material? Does the writer's personality come through in his/her writing? Does the lead paragraph hook the reader and make him/her want to continue reading? Is the column well-written?	20	
4. READABILITY Is the writing well-organized with good paragraph transitions, generally short sentences, short paragraphs and easily understood terms? Is the writing free of spelling, grammar and punctuation error?	20	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
TOTAL POINTS	100	

COMMENTS:



Category #6 Feature Story

- Submit PDF of original copy of one article. Also submit scanned copy of the final published article.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017		
Name _____	State _____	
CATEGORY 6 FEATURE STORY	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Is the subject important, interesting, timely and appropriate for the audience? Is the central theme clearly and fully developed? If human interest elements are incorporated, are they used properly?	30	
2. ORGANIZATION Are the facts and ideas presented logically, building on each other and guiding the reader through the story? Are extraneous, unrelated facts eliminated from the story?	25	
3. READABILITY Is the writing style direct, crisp and lively? Is there variety in sentence and paragraph length and structure? Is the writing free of spelling, grammar and punctuation errors? Are capitalization, indentation and other style considerations consistent throughout the story?	30	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
TOTAL POINTS		100



Category #7 Newsletter, Individual -

- Submit PDFs of two issues of a newsletter written by a member that is informal and personal. It may contain several unrelated topics.
- In the abstract, indicate audience to whom newsletter was sent and the number distributed and how distributed.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

CATEGORY 7 NEWSLETTER, INDIVIDUAL	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Two issues of a newsletter written and/or edited by the member. Does the newsletter contain useful, timely information aimed at the intended audience? Is the information developed logically with good progression of thought? Does all content reinforce the newsletter objective?	30	
2. READABILITY Is the newsletter written clearly and directly in active style? Is style personal, informal and reader-oriented? Are grammar, punctuation, spelling and style correct and consistent? Are active voice, familiar words and brief paragraphs used? Do titles and headings identify topics and attract the reader?	30	
3. APPEARANCE Appearance becomes extremely important just to get the reader to look at it in the first place. Competition for "eye time" is critical today.	25	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	

TOTAL POINTS 100

COMMENTS:

Category #8 Newsletter, Team

- Submit PDFs of two different issues of a newsletter written by one or more members.
- Non-members may be a part of a team entry (i.e. NRCS). Entry may be a portion of a multi-county, area extension newsletter or multi-agency newsletter.
- In the abstract, indicate audience to whom newsletter was sent and the number distributed and how distributed.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

**CATEGORY 8
NEWSLETTER, TEAM**POSSIBLE
POINTS YOUR
SCORE

1. CONTENT Two issues of a newsletter written and/or edited by one or more members. Does the newsletter contain useful, timely information aimed at the intended audience? Is the information developed logically with good progression of thought? Does all content reinforce the newsletter objective?	30
2. READABILITY Is the newsletter written clearly and directly in active style? Is style personal, informal and reader oriented? Are grammar, punctuation, spelling and style correct and consistent? Are active voice, familiar words and brief paragraphs used? Do titles and headings identify topics and attract readers?	30
3. APPEARANCE Appearance becomes extremely important just to get the reader to look at it in the first place. Competition for "eye time" is critical today.	25
4. ABSTRACT Were instructions and format for submitting abstract followed?	15
TOTAL POINTS	100

COMMENTS:



Category #9 Video Recordings



- One presentation that one or more members contributed to or produced, not over 15 minutes long. It can be a segment of a longer program.
- Abstract must be submitted electronically with video being mailed to State Chair by deadline as **DVD if too large to upload/download.**
- In the abstract, indicate audience, purpose and how the presentation was used. In the abstract, provide link (URL) where video is located on the web (i.e. YouTube) or upload an MP4 file. 10 MB maximum file size for uploaded files.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

**CATEGORY 9
VIDEO RECORDINGS**

	POINTS	SCORE
1. CONTENT Does the subject matter reach the stated objectives? Is the subject matter practical and educational? Is the subject matter appropriate for the intended audience? Is it pertinent to the locality?	30	
2. FORMAT Do opening remarks attract audience attention and arouse interest? Does the presentation flow freely? Is the video and audio quality clear? Does the agent make good use of the visuals and props (location, special effect, models and animation)? Is the closing friendly and direct? Has the viewer gained a new knowledge or skill about the subject?	25	
3. STYLE Does the entire show capture the viewers' attention? Is the agent enthusiastic about his/her subject? Does the agent use clear and concise terms? Does the agent make the information easy to understand? Does the agent have enough variation in voice quality and mood to keep the show from becoming monotonous?	30	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
TOTAL POINTS	100	

COMMENTS:



Category #10 Factsheet

- An educational piece on a single subject produced on two sheets (front and back) of paper (size and format unspecified). 4 pages
- In the abstract, indicate audience, purpose and number distributed. Submit as PDF or include URL in the abstract. 10 MB maximum file size.
- **Note for 2017: Expanded from one sheet of page in previous years.**

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017		
Name _____	State _____	
CATEGORY 10 FACT SHEET	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?	25	
2. READABILITY Is the writing well organized and clearly written, using correct sentence structure spelling and punctuation? Are terms defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?	25	
3. DESIGN AND APPEARANCE Does the format and design attract and hold the attention of the reader? Do illustrations support and clarify the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?	35	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
	TOTAL POINTS	100
<u>COMMENTS:</u>		



Category #11 Publication

- An educational publication on one or more subjects that is more extensive than class 10 - Fact Sheet.
- Publication may be a fact sheet that is more than two pages (front and back) or a bulletin. More than 4 single sheets
- In the abstract, indicate intended audience, purpose and number distributed, agent/educator's role in the development, writing and production.
- Submit as PDF or include URL in the abstract. 10 MB maximum file size for uploaded files.
- **Note for 2017: Expanded from more than one page in previous years.**

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017		
Name _____	State _____	
CATEGORY 11 PUBLICATION	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?	25	
2. READABILITY Is the writing well organized and clearly written, using correct sentence structure spelling and punctuation? Are terms defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?	25	
3. DESIGN AND APPEARANCE Does the format and design attract and hold the attention of the reader? Do illustrations support and clarify the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?	35	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
	TOTAL POINTS	100
<u>COMMENTS:</u>		



Category #12 Website/Online Content

- Entry will consist of abstract and URL address for the website/online content. If site is password protected, be sure to include access credentials.
- Person submitting should be the person primarily responsible for content, design and maintenance of the site/online content. Examples of online content include wikis, blogs, social media sites, etc.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

CATEGORY 12 WEBSITE/ONLINE CONTENT	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Is it immediately clear what the content of the site is? Is the subject matter appropriate to the audience? Is it in-depth, up to date, relevant and factual (research-based)? Does the site offer links to more detailed information? Is it interactive; does it let the user leave message or provide feedback? Is content up-to-date?	30	
2. EASE OF USE Is it obvious how to find information? Are the pages easy to understand? Is it easy to navigate? Are there unnecessary layers between the home page and the information you seek?	25	
3. OVERALL APPEARANCE Is there appropriate use of color and graphics? Is there a consistent look through the site? Is the site interesting? Does it have continuity?	15	
4. TECHNICAL QUALITY Does the content load quickly? Does everything function as it should? Does it make good use of the medium (e.g. colors, links, sound, video, dynamic pages, databases, etc., which are not well suited in print or other media)?	15	
5. ABSTRACT Were instructions and format for submitting abstract followed?	15	
TOTAL POINTS	100	

COMMENTS:



Category #13 Learning Module/Notebook

- Includes either a notebook form learning module or online learning module - Entry will consist of total materials written and compiled as learning/teaching aids for specific Extension Programs, (i.e. Master Gardener Notebook).
- Entry materials can be of several media (print, audio, video, etc.). Significant portions of the entry material should be the work of the entrant(s).
- The abstract must be submitted electronically with the module/notebook being mailed to State Chair by deadline **if electronic version is unavailable online or if file is too large to submit electronically (10MB)**. If available online, indicate the URL in the abstract.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017

Name _____ State _____

**CATEGORY 13
LEARNING MODULE/NOTEBOOK**POSSIBLE
POINTS YOUR
SCORE

1. CONTENT Is the material useful, relevant, and appropriate in the teaching/learning of the topic to the intended audience? Are the instructional materials of high quality? Does the learning module contain different types of media useful and applicable to the intended audience?	25
2. ORGANIZATION Is the Learning Module/Notebook organized in a way to facilitate the learning/teaching process and arranged logically to follow the course/unit curriculum? Could another Educator take the material and have the essentials to teach this subject?	30
3. MEMBER CONTRIBUTION What is the contribution of the member in the overall teaching module? Does it go beyond the compilation of relevant material? Does it include some original work?	30
4. ABSTRACT Were instructions and format for submitting abstract followed?	15

TOTAL POINTS 100

COMMENTS:

Category #14 Bound Book

- The entry will consist of a bound book on one or more subjects that is more extensive than 11 - Publication.
- The primary author must be a member in good standing.
- In the abstract, indicate the intended audience, purpose, number printed and the agent/educator's role in the development, writing and production of the book.
- The abstract must be submitted electronically with the bound book being mailed to State Chair by deadline **if electronic version is unavailable online or if file is too large to submit electronically (10MB)**. If the book is available online, indicate the URL in the abstract.

NACAA COMMUNICATIONS CONTEST SCORE CARD – 2017		
Name _____	State _____	
CATEGORY 14 BOUND BOOK	POSSIBLE POINTS	YOUR SCORE
1. CONTENT Does the title help the reader understand the content? Is the information useful and timely? Is the information written with the audience in mind and presented in a logical progression? Does it provide enough detail for the reader to be able to use the information for which it is intended?	25	
2. READABILITY Is the writing well organized and clearly written, using correct sentence structure, spelling and punctuation. Are terms pre-defined and sentences concise? Are sub-headings used to help organize the information? Is the language suitable for the audience for which it is intended?	25	
3. DESIGN AND APPEARANCE Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are sub-headings used to help organize the information? Is the reproduction clear and clean?	35	
4. ABSTRACT Were instructions and format for submitting abstract followed?	15	
	TOTAL POINTS	100
COMMENTS		



Your Responsibility

- Double check and then triple check that all required pieces are uploaded to the NACAA website. It is not the responsibility of your state chair to look to see if everything has been uploaded correctly.



Judging Timeline

- All applications are due by March 15, 2017 (unless your state has earlier deadline).
- State Competition-Each State Chair will coordinate the judging of the applications. State Chairs must submit state winners to Regional Vice-Chairs by April 1, 2017.
- Regional Competition- The 4 National Region Vice-Chairs will coordinate the judging of the region competition (Northeast, North Central, West, and Southern Regions).
- Region chairs must submit Region Finalists by April 15, 2017 to National Chair. Each region is eligible to send 3 region winners to the national competition.
- National Competition-National Chairman will coordinate the national judging.
- The National Winner & National Finalists will be notified the first week of May.

Helpful Resources

NACAA Awards Site:

<http://www.nacaa.com/awards/communications.php>

2017 Communications Scoring Rubric:

http://www.nacaa.com/awards/communications_scoresheet.php

How to apply for an award?

<http://www.nacaa.com/awards/QuickStartGuide-HowtoApplyforanNACAAAward.php>

YouTube of How to apply for an award?

<https://www.youtube.com/watch?v=ONEK2q1JMvA&feature=youtu.be>