

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 1 AUDIO RECORDINGS

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

25

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?

### 2. FORMAT

15

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?

### 3. STYLE

25

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?

### 4. TECHNICAL QUALITY

20

Does the technical quality of the recording meet broadcast standards?

### 5. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS	100
--------------	-----

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 2

### PUBLISHED

### PHOTO & CAPTION

	POSSIBLE POINTS	YOUR SCORE
<b>1. STORYTELLING ABILITY</b>	<b>15</b>	
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?		
<b>2. APPROPRIATE CAPTIONS AND/OR TEXT</b>	<b>15</b>	
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?		
<b>3. PHOTOGRAPHIC QUALITY</b>	<b>35</b>	
Are the photos clear and sharp and of a high technical quality? Do the photos have good composition?		
<b>4. IMPACT</b>	<b>20</b>	
Does the photo have the ability to capture the viewers' attention?		
<b>5. ABSTRACT</b>	<b>15</b>	
Were instructions and format for submitting abstract followed?		
	<b>TOTAL POINTS</b>	<b>100</b>

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## **CATEGORY 3 COMPUTER GENERATED GRAPHICS PRESENTATION WITH SCRIPT**

<b>POSSIBLE POINTS</b>	<b>YOUR SCORE</b>
----------------------------	-----------------------

### **1. ORGANIZATION AND CONTINUITY**

35

(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?

### **2. APPROPRIATE SCRIPT**

15

Is the script succinct and clearly written? Does it complement the visuals rather than merely repeat their content?

### **3. QUALITY OF VISUALS**

35

Are the visuals clear and sharp and of a high technical quality? Do the visual aids have good composition? Does creativity heighten interest?

### **4. ABSTRACT**

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS 100

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## **CATEGORY 4 PROGRAM PROMOTION PIECE**

<b>POSSIBLE POINTS</b>	<b>YOUR SCORE</b>
----------------------------	-----------------------

### **1. CONTENT**

35

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?

### **2. READABILITY**

15

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?

### **3. DESIGN AND APPEARANCE**

35

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?

### **4. ABSTRACT**

15

Were instructions and format for submitting abstract followed?

<b>TOTAL POINTS</b>	<b>100</b>
---------------------	------------

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 5 PERSONAL COLUMN

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

25

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?

### 2. PERSONALIZED APPROACH

20

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?

### 3. CREATIVITY

20

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?

### 4. READABILITY

20

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?

### 4. ABSTRACT

15

Were instructions and format for submitting abstract  
followed?

TOTAL POINTS	100
--------------	-----

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 6 FEATURE STORY

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

30

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?

### 2. ORGANIZATION

25

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?

### 3. READABILITY

30

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?

### 4. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS	100
--------------	-----

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 7 NEWSLETTER, INDIVIDUAL

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

30

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?

### 2. READABILITY

30

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?

### 3. APPEARANCE

25

Appearance becomes extremely important just to get the reader to look at it in the first place. Competition for “eye time” is critical today.

### 4. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS	100
--------------	-----

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 8 NEWSLETTER, TEAM

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

30

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?

### 2. READABILITY

30

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?

### 3. APPEARANCE

25

Appearance becomes extremely important just to get the reader to look at it in the first place. Competition for “eye time” is critical today.

### 4. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS	100
--------------	-----

COMMENTS:



# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 9 VIDEO RECORDINGS

	POINTS	SCORE
<b>1. CONTENT</b>	30	
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?		
<b>2. FORMAT</b>	25	
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 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?		
<b>3. STYLE</b>	30	
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?		
<b>4. ABSTRACT</b>	15	
Were instructions and format for submitting abstract followed?		
	TOTAL POINTS	100

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 10 FACT SHEET

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

25

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?

### 2. READABILITY

25

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?

### 3. DESIGN AND APPEARANCE

35

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?

### 4. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS	100
--------------	-----

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 11 PUBLICATION

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

25

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?

### 2. READABILITY

25

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?

### 3. DESIGN AND APPEARANCE

35

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?

### 4. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS	100
--------------	-----

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 12

### WEBSITE/ONLINE CONTENT

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

#### 1. CONTENT

30

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?

#### 2. EASE OF USE

25

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?

#### 3. OVERALL APPEARANCE

15

Is there appropriate use of color and graphics? Is there a consistent look through the site? Is the site interesting? Does it have continuity?

#### 4. TECHNICAL QUALITY

15

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)?

#### 5. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS 100

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## **CATEGORY 13 LEARNING MODULE/NOTEBOOK**

<b>POSSIBLE POINTS</b>	<b>YOUR SCORE</b>
----------------------------	-----------------------

### **1. CONTENT**

**25**

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?

### **2. ORGANIZATION**

**30**

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?

### **3. MEMBER CONTRIBUTION**

**30**

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?

### **4. ABSTRACT**

**15**

Were instructions and format for submitting abstract followed?

<b>TOTAL POINTS</b>	<b>100</b>
---------------------	------------

COMMENTS:

# NACAA COMMUNICATIONS CONTEST SCORE CARD – 2019

Name \_\_\_\_\_

State \_\_\_\_\_

## CATEGORY 14 BOUND BOOK

POSSIBLE POINTS	YOUR SCORE
--------------------	---------------

### 1. CONTENT

25

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?

### 2. READABILITY

25

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?

### 3. DESIGN AND APPEARANCE

35

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?

### 4. ABSTRACT

15

Were instructions and format for submitting abstract followed?

TOTAL POINTS	100
--------------	-----

### COMMENTS