NACAA COMMUNICATIONS CONTEST SCORE CARD – 2023

Name

CATEGORY 4

**EVENT PROMOTIONAL**

State

**POSSIBLE YOUR**

**PACKAGE POINTS SCORE**

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?

1. **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?

1. **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 package clear and clean? Does it grab attention?

1. ABSTRACT **15**

Were instructions and format for submitting abstract followed?

TOTAL POINTS **100**

COMMENTS:

NACAA 2023