National Association of Extension 4-H Agents

Communicator Awards

National Recipients: Plaques
Regional Recipients: Certificates
Plaques are sponsored by Fair Publishing House
All NAE4-HA members who are national award winners receive plaques.
All other team members will receive certificates.

Sample Abstracts from Past National Winners
Sample #1
Sample #2

Objective
To recognize NAE4-HA members for significant accomplishments in presenting 4-H to the general public, civic groups, 4-H groups, or individuals through public information methods.

Awards Classes
1. Educational Package (Individual and Team)
2. Educational Piece (Individual and Team)
3. Exhibit
4. Feature Story
5. Media Presentation
6. News Story
7. Periodical Publication (Individual and Team)
8. Personal Column
9. Promotional Package (Individual and Team)
10. Promotional Piece (Individual and Team)
11. Published Photo
12. Radio Program
13. Video Program

If you received an award last year and have not sent a thank you note to the donor, please do so. We greatly appreciate the generosity of our donors and it is important that they hear from award recipients!

Eligibility

Any member of NAE4-HA who was a member in good standing at least the prior year as well as the current year is eligible for the Communicator awards. Dues must have been paid by **January 31, 2014,** for your entry to be considered. Team awards must include at least one NAE4-HA member. NAE4-HA members who are national award recipients receive plaques, and additional team members receive certificates.

General Rules

1. States may submit one entry per class. One member may represent their state in more than one class. An identical entry cannot be submitted for more than one class. Unless there is the designation of team/individual, there will be only one entry per state in each class.
2. **All entries must be produced from January 1 to December 31 of 2013.**
3. Previous national award winners may not enter the same class in consecutive years.
4. Team entries will be allowed provided at least one individual meets the eligibility requirements.
5. All national awards will be presented at the NAE4-HA conference. Regional award recipients will be recognized at the appropriate regional breakfast at the NAE4-HA conference.

Entry Specifications

1. Each entry must include a completed NAE4-HA Member Recognition Application Form.
2. **Each entry must include an abstract. The abstract should include information such as:**
    - objectives
    - target audience
    - current population
    - publisher's requirement
    - methods used (if appropriate)
    - production costs (if applicable)
    - impact results (if known)
    - information on the role the applicant had in the entry
    - other
3. Late entries and/or incomplete applications will be disqualified.
4. **All entries become the property of the NAE4-HA Member Recognition committee and are not returned at the completion of judging. Please keep this in mind!**
5. Entries must address issues relevant to 4-H youth development and the Cooperative Extension System.
6. 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 strongly encouraged

Award Classes

Educational Package - Two categories (individual and team)

Purpose:
To educate through accurate, concise information (research based as applies) on one subject. Must consist of two or more components of the Communicator awards. Identify the two major components for score sheet consideration although an overall assessment will also be made. 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 packaged together in one unit. Electronic media may be included (i.e. web page, PowerPoint, audio, overheads, etc.).

Evaluation Criteria: Class 1 - Educational Package
Score Card

	Possible Points
1. Content:	
A. Accurate, credible information and research based as applies.	20
B. Well written using correct grammar, uncomplicated sentences, and short paragraphs.	15
C. Designed to make user understand/become aware/informed/educated.	15
D. Concise yet includes all essential information.	10
E. Is the subject matter practical and educational?	10
F. Abstract information.	5
2. Appearance:	
G. Neat, clear, and clean-cut.	15
H. User friendly.	10
Total Possible Points:	**100**

Educational Piece - Two categories (individual and team).

Purpose:
To educate through accurate, concise information (research based as applies) on one subject. It is not a promotional piece. Abstract must include cost of production and source of funding. Multi-media may be included (i.e. web page, PowerPoint, audio, overheads). Must all apply to one subject. Entry is one piece.

Evaluation Criteria: Class 2 - Educational Piece

Score Card

	Possible Points
1. Content:	
A. Accurate, credible information and research based as applies.	20
B. Well written using correct grammar, uncomplicated sentences, and short paragraphs.	15
C. Concise, yet includes all essential information.	15
D. Designed to make reader understand/become aware/informed/educated.	10
E. Holds the attention of the reader.	10
F. Abstract information.	5
2. Appearance:	
G. White spaces and margins used effectively. Arrangement of pages pleasing.	10
H. Various typographical techniques (i.e. capitals, dashes, indentations, color, underlining, bold, fonts, etc.) used to add to the effectiveness of the piece.	10
I. Neat, clear, and clean-cut.	5
Total Possible Points:	**100**

Exhibit/Display

Purpose:
To provide educational and/or promotional material that is accurate, concise, and makes the audience respond in a positive way. Must have at least one picture of the exhibit along with a description of where and how it was used. Photo must clearly show the units of the exhibit.

Evaluation Criteria: Class 3 - Exhibit/Display
Score Card

	Possible Points
1. Storytelling Ability:	
A. Does it contain all the elements necessary to tell the story?	20
B. Are the elements in a logical relationship?	20
C. Is it generally free of distracting or unnecessary elements?	10
D. Creativity expressed?	10
2. Appropriate Captions and/or Text:	
E. Do the captions and text provide orientation or cues as to how the exhibit is to be interpreted?	10
F. Does the exhibit/display have the power to hold attention?	15
G. Is the exhibit artistic (neat and well-balanced)?	15
Total Possible Points:	**100**

Feature Story

Purpose:
To capture the mood of the event or person(s) and create reader interest. This is not a news story. Submit original copy and published copy. Neatly mount published copy on cardstock. The article may be folded. Associated photos appearing with story may be included. Articles must be original work of applicant(s). An abstract must be included.

Evaluation Criteria: Class 4 - Feature Story
Score Card

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

Media Presentation

Purpose:
To provide educational/promotional information that is accurate, concise, and holds the audience's attention. Individual/team must produce the program using PowerPoint, Corel Presentations, or similar presentation software package. A hard copy or web address of the presentation must be submitted.

Evaluation Criteria: Class 5 - Media Presentation
Score Card

	Possible Points
1. Content:	
A. Accurate, credible information and research based as applies.	20
B. Subject matter is practical and educational.	20
C. Attracts and holds audience’s attention.	15
D. Well designed using correct grammar and logical flow of content.	15
E. Abstract information.	5
2. Appearance:	
F. Effective use of design and layout.	10

G. Effective use of slide space.	10
H. Various typographical and graphic techniques used (i.e. animation, background, color, text, transitions, graphic techniques, etc.).	5
Total Possible Points:	**100**

News Story

Purpose:
To present factual information or results in a manner clear and understandable for reader. Submit original copy and published copy. Mount published copy neatly on cardstock. The article may be folded. Associated photos appearing with the story may be included. No stories based on individual/team accepted. No copies, rewritten, adapted, or submitted word-for-word published material accepted. Article must be original work of the applicant(s).

Evaluation Criteria: Class 6 - News Story
Score Card

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

Periodical Publication - Two categories (individual and team).

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). Abstract must include cost of production and source of funding. The entry may be in printed or in electronic format. Electronically produced publications must include web address.

Evaluation Criteria: Class 7 - Periodical Publication

Score Card

	Possible Points
1. Content:	
A. Concise yet included all essential information.	15
B. Designed to make the reader respond in a positive manner.	20
C. Attracts immediate interest (either by headline, illustration, or opening sentence).	15
D. Well written using correct grammar, uncomplicated sentences and short paragraphs.	15
E. Holds the attention of the reader.	5
F. Abstract information.	5
2. Appearance:	
G. White spaces and margins used effectively.	10
H. Various typographical techniques (capitals, dashes, indentations, color, underlining, bold, fonts, etc.) used to add to the effectiveness of the piece.	10
I. Neat, clear, and clean cut.	5
Total Possible Points:	**100**

Personal Column

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. Must submit three original copies and published copies as printed in different issues. The different published copies should be mounted neatly on cardstock. Articles may be folded.

Evaluation Criteria: Class 8 - Personal Column
Score Card

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

Total Possible Points:	**100**

Promotional Package - Two categories (individual and team).

Purpose:
To attract audience's attention and make them respond in a positive way. Entry must consist of two or more pieces such as video and brochure, podcast, poster, bookmark, tabloid, electronic media such as web page, PowerPoint, or any other combination of promotional pieces. Promotional package pieces are not limited to those in the above categories. Abstract must include cost of production and source of funding. All components must be packaged together as a unit.

Evaluation Criteria: Class 9 - Promotional Package
Score Card

	Possible Points
1. Content:	
A. Designed to make the reader respond in some positive manner.	20
B. Attracts immediate interest.	15
C. Holds attention of the user.	15
D. Concise yet includes all essential information.	10
E. Abstract information.	5
2. Appearance:	
F. Neat, clear, and clean cut.	10
G. Various design techniques used to add to the effectiveness of the package.	10
H. Do all pieces complement each other?	15
Total Possible Points:	**100**

Promotional Piece – Two categories (individual & Team)

Purpose:
To attract reader's attention and make readers respond in a positive way. Examples include poster, podcast, website, brochure, flyer, tabloid, newspaper insert, video, t-shirt, etc., but not a press release. Maximum size is 22" x 28".

Evaluation Criteria: Class 10 - Promotional Piece
Score Card

	Possible Points
1. Content:	
A. Attracts immediate interest (either by headline, illustration or opening sentence) and holds the attention of the reader.	20
B. Designed to make the reader respond in some positive manner.	20
C. Well written using correct grammar, uncomplicated sentences and short paragraphs.	15

D. Concise yet includes all essential information.	15
E. Abstract information.	5
2. Appearance:	
F. White spaces and margins used effectively. Arrangement of the pages pleasing.	10
G. Various typographical techniques (capitals, dashes, indentations, color, underlining, bold, fonts, etc.) used to add to the effectiveness of the piece.	10
H. Neat, clear and clean cut.	5
Total Possible Points:	**100**

Published Photo

Purpose:
To tell a story through a photo. Photo should be high quality and follow photographic principles of composition. May be black and white or color and published or printed. Submit original photo and published copy. Include text that appeared with photo. Photos must be no larger than 8" x 10". Mount neatly on cardstock. If published as part of a poster, posters do not need to be mounted but should be rolled and mailed in a tube. Photo must be original work of the applicant.

Evaluation Criteria: Class 11 - Published Photo
Score Card

	Possible Points
1. **Composition:** Since composition may frequently be of importance in a photograph that is made for a specific purpose allied with content and photography quality, attention to composition for a pleasing picture should be studied. Consider pleasing arrangement, good subject, and placement of subject, center of interest, camera angle, simplicity, lighting, framing, and background.	25
2. **Photographic Quality:** Consideration of this point should examine the technical skill of the photograph as indicated by the technique of photographically recording subjects. 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.	20
3. **Story Telling Ability:** Does the picture tell a story? Would the picture help in a definite way to put across a point? Does it have human interest appeal? Does it look natural? Does it reflect a mood?	50
4. **Abstract:** Abstract information.	5

Total Possible Points: **100**

Radio Program

Purpose:
To provide educational 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. If a series of lessons, enter only one or designate which lesson on CD should be reviewed for judging. Indicate length of recorded segment to be reviewed. If promotion spots, a collection may be entered; however, indicate which is to be judged. Individual/team must produce the program. All CDs must be mailed in a case/sleeve plainly marked with class and applicant name(s).

Evaluation Criteria: Class 12 - Radio Program
Score Card

	Possible Points
1. **Content:**	
A. Is the subject matter practical and educational/promotional and presented clearly and concisely?	20
B. Was there good reason for discussing selected subjects at the time the program was recorded?	10
C. 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:**	
D. Do opening remarks attract the attention of the audience and arouse their interest?	5
E. Do questions or topics discussed flow freely making a smooth transition that is easy to follow?	5
F. Do topics follow one another in logical sequence?	5
G. Is the "close" friendly and direct? Does it prompt the viewer to "tune in tomorrow or next week"?	5
3. **Style:**	
H. Does the entire show have sparkle, a personality? Does enthusiasm show and does information get across to the audience?	15
I. Are there enough variations in voice quality to keep the show from becoming monotonous?	10
4. **Technical Quality:**	
J. 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:**	

K. Abstract information.	5
Total Possible Points:	**100**

Video Program

Purpose:
To provide educational information that is accurate, concise, and makes viewer respond in a positive manner or to attract viewer's attention, hold attention and make viewer respond in a positive way. If a series of lessons, enter only one or designate which lesson on the video is to be reviewed for judging. Indicate length of recorded segment to be reviewed. If promotion spots, a collection may be entered. Individual/team must produce the program. All DVDs must be mailed in a case/sleeve plainly marked with class and individual/team name(s). If the video is on a web site, provide web address in the application materials.

Evaluation Criteria: Class 13 - Video Program
Score Card

	Possible Points
1. **Content:**	
A. Is the subject matter practical and educational/promotional and presented clearly and concisely?	20
B. Was there good reason for discussing selected subjects at the time the program was recorded?	10
C. 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 that goal?	15
2. **Format:**	
D. Do opening remarks (audio and visual) attract the attention of the audience and arouse their interest?	5
E. Do questions or topics discussed flow freely making a smooth transition that is easy to follow?	5
F. Do topics follow one another in logical sequence?	5
G. Is the "close" friendly and direct? Does it prompt the viewer to "tune in tomorrow or next week"?	5
3. **Style:**	
H. Does the entire show have sparkle, a personality? Does enthusiasm show and does information get across to the audience?	15
I. Are there enough variations in voice quality, "mood", and visual appeal to keep the show from becoming monotonous?	10
4. **Technical Quality:**	
J. Does the technical quality of the recording meet broadcast/presentation standards? Is the recording crisp and clear, not garbled? Was the recording level properly set and maintained?	5

5. **Abstract Information:**

K. Abstract information.	5
Total Possible Points:	**100**