



2012 National Agricultural Communicators of Tomorrow

Critique & Contest Rules

Entry Deadline: Monday, April 2, 2012
Entries must be postmarked no later than Monday, April 2, 2012.

GENERAL RULES

1. Contestants must be active, dues-paying ACT members. If National ACT dues have not been paid, please send a check for \$15 USD payable to National ACT before **March 15, 2012**, to:
Dr. Jefferson Miller
University of Arkansas
AGRI 205
Fayetteville, AR 72701
2. The National Agricultural Communicators of Tomorrow Critique and Contest has seven divisions, with each division split into multiple categories. All active members of the NACT organization will compete in all categories together - i.e. undergraduate students will compete against graduate students.
3. Each contestant is limited to one entry per category, but may enter as many categories within a division as they wish. If a contestant enters more than one entry individually in a single category, all of the contestant's entries in that category will be disqualified. A contestant may have one other entry in a category if it is a group project.
4. All entries must be student produced in their entirety. Although faculty and professors may advise students on their work, students must complete the actual execution.
5. All entries must be created between April 3, 2011 and April 2, 2012.
6. Entry fees are required before judging. The first individual entry for each member is free. Each additional individual entry is \$5 USD per entry. **All group entries are \$5 USD per entry; there are no free group entries.**

HOW TO SUBMIT ENTRIES

1. Each mailed entry must be submitted in its own 9" x 12" envelope with the entrant's name, division and category neatly and visibly printed in the top right corner of the envelope. Send all entries to:
Andy Barth
448 Agriculture Hall
Stillwater, OK 75078
2. Include or attach the entry form with your entry. Each entry must have its own completed form. Make sure your entry form has both pages attached.
3. Entries will be returned to each ACT chapter at the address provided. If you would like your entry mailed directly to you, include a self-addressed, stamped envelope with your entry.
4. Entries not received in the proper packaging and/or in the proper format will be disqualified.
5. TV entries will be received via FTP server. Please send them to
<http://okla.4h.okstate.edu/contest/>

CRITIQUE AND CONTEST DIVISIONS AND CATEGORIES

WRITING DIVISION

The top entries in the news story, short feature story, long feature story, short feature personality profile, long feature personality profile and research-related writing will automatically be entered in the Excellence in Writing competition. Submit each story in manuscript form. A story in “manuscript form” will be 12-point, double-spaced text with 1-inch margins on letter-size paper. Do not submit photographs with entry. Entries in published form will be disqualified.

NEWS STORY

1. Submit in manuscript form only (see above). This eliminates professional editing and other design tools that add to the article but do not improve the writing.
2. Entries should address a current issue.
3. Entries will be judged on basis of news value, readability, organization and overall appeal.

SHORT FEATURE STORY

1. Submit in manuscript form only (see above). This eliminates professional editing and other design tools that add to the article but do not improve the writing.
2. Entries should be 1,000 words or less and should focus on a less-time-sensitive topic. Examples include technical features and historical features.
3. Entries will be judged on originality, readability, organization and overall appeal.

LONG FEATURE STORY

1. Submit in manuscript form only (see above). This eliminates professional editing and other design tools that add to the article but do not improve the writing.
2. Entries should be greater than 1,000 words and should focus on a less-time-sensitive topic. Examples include technical features and historical features.
3. Entries will be judged on originality, readability, organization and overall appeal.

SHORT FEATURE PERSONALITY PROFILE

1. Submit in manuscript form only (see above). This eliminates professional editing and other design tools that add to the article but do not improve the writing.
2. Entries should be 1,000 words or less and should focus on a less-time-sensitive topic.
3. Entries will be judged on originality, readability, organization and overall appeal.

LONG FEATURE PERSONALITY PROFILE

1. Submit in manuscript form only (see above). This eliminates professional editing and other design tools that add to the article but do not improve the writing.
2. Entries should be more than 1,000 words or less and should focus on a less-time-sensitive topic.
3. Entries will be judged on originality, readability, organization and overall appeal.

RESEARCH-RELATED WRITING

1. Submit in manuscript form only (see above). The research-related writing can be an article or research summary with a focus on agriculture, natural resources or life sciences research.
2. Entries will be judged on well written content, clarity of thought, effectiveness, readability, completeness and overall appeal.

PUBLICATION DIVISION

The top entries in the magazine; newspaper, tabloid and newsletter; brochure and pamphlet; and online publication categories will be automatically entered into the Excellence in Publication competition.

MAGAZINE

1. Submit one copy of the issue in published form.
2. Include a summary of the budget to produce the publication.
3. Entries will be judged on layout and design, cover, content, readability, appearance and satisfaction of objectives.

NEWSPAPER, TABLOID AND NEWSLETTER

1. Submit one copy of the issue in published form.
2. Include a summary of the budget to produce the publication.
3. Entries will be judged on layout and design, content, news writing quality, appearance and satisfaction of objectives.

BROCHURE AND PAMPHLET

1. Submit one copy of the entry in published form.
2. Include a summary of the budget to produce the publication.
3. Entries will be judged on layout and design, content, writing quality, appearance and satisfaction of objectives.

ONLINE PUBLICATION

1. Submit one issue of the publication per entry.
2. Submit one copy of the issue in electronically published form and an example on a properly labeled CD, DVD, or USB.
3. Include a summary of the production process: budgeting, layout and design process, and software.
4. The publication should be optimized for viewing on Microsoft Internet Explorer or Netscape.
5. Entries will be judged on layout and design, content, writing quality, appearance and satisfaction of objectives of the publication.
6. An entry may be placed in either Web Design or Online Publication, but not both categories.
7. Examples include e-newsletters in html format. PDF files will not be accepted.

ELECTRONIC MEDIA DIVISION

The top entries in radio production, video production and multimedia production categories will be automatically entered into the Excellence in Electronic Media competition.

RADIO PRODUCTION

1. Submit only one copy of the entry.
2. Entries must be submitted on CD or USB.
3. Time is a minimum of 30 seconds and a maximum of 5 minutes.
4. Any type of format will be acceptable. This includes newscasts, PSAs, interviews, documentaries or editorials. (Entries cannot be solely a grain and livestock market report.)
5. Entries will be judged on content, style and technical quality.

VIDEO PRODUCTION

1. Submit only one copy of the entry.
2. Entries must be submitted on CD, DVD or USB.
3. Time is a minimum of 30 seconds and a maximum of 15 minutes. If a program exceeds 15 minutes, only the first 15 minutes will be judged.
4. Any type of format will be acceptable. This includes newscasts, PSAs, interviews, documentaries or editorials. (Entries cannot be solely a grain and livestock market report.)
5. Entries will be judged on content, style and technical quality.

MULTIMEDIA PRODUCTION

1. Submit only one copy of the entry.
2. For multimedia applications not found on the Internet or World Wide Web (examples: PowerPoint presentations, computer software, etc.), entries must be submitted on one CD, DVD or USB.
3. On a disk label, specify format of disk (Macintosh or PC) and program in which file is created.
4. Entries will be judged on content, style and technical quality.

PHOTOGRAPHY DIVISION

The top entries in the photo series, scenic photo, people photo, animal photo, plant photo, food photo and other photo categories will automatically be entered into the Excellence in Photography competition. Photo correction or manipulation is allowed but must be explained on entry sheet. All entries in the photography division must be mounted on 8.5" x 11" cardstock and submitted in a sheet protector with three holes for a binder. Entries not submitted in this manner will be disqualified.

PHOTO SERIES

1. Submit one copy of the entry.
2. Entry must include at least three 5x7 to 8x10 prints.
3. Entries will be judged on subject matter, photo quality, photos' relation to each other and composition.

SCENIC PHOTO

1. Submit one copy of the entry.
2. Entry must contain one mounted 5x7 to 8x10 print.
3. Entries will be judged on subject matter, effectiveness, photo quality and composition.

PEOPLE PHOTO

1. Submit one copy of the entry.
2. Entry must contain one mounted 5x7 to 8x10 print.
3. Entries will be judged on subject matter, effectiveness, photo quality and composition.

ANIMAL PHOTO

1. Submit one copy of the entry.
2. Entry must contain one mounted 5x7 to 8x10 print.
2. Entries will be judged on subject matter, effectiveness, photo quality and composition.

PLANT PHOTO

3. Submit one copy of the entry.
4. Entry must contain one mounted 5x7 to 8x10 print.
3. Entries will be judged on subject matter, effectiveness, photo quality and composition.

FOOD PHOTO

5. Submit one copy of the entry.
6. Entry must contain one mounted 5x7 to 8x10 print.
4. Entries will be judged on subject matter, effectiveness, photo quality and composition.

OTHER PHOTO

1. Submit one copy of the entry.
2. Entry must contain one mounted 5x7 to 8x10 print.
3. Entries will be judged on subject matter, effectiveness, photo quality and composition.

DESIGN AND LAYOUT DIVISION

The top entries in the advertisement, page layout, graphic design and Web design categories will be automatically entered into the Excellence in Design and Layout competition.

PAGE LAYOUT

1. Submit one copy in final draft or published form.
2. Submit a two-page magazine spread, a one-page broadsheet or a one- or two-page tabloid-size newspaper spread.
3. Final drafts should be complete, including lettering, artwork or pictures. The page spread must look as close to the printed form as possible.
4. Entries will be judged on layout and design, illustration, text objectives and overall effectiveness.

GRAPHIC DESIGN FOR PRINT OR WEB

1. Submit one copy of the entry.
2. Entry should appear as originally published, printed or displayed.
3. Entry will be judged on typography, layout, treatment and placement of graphics, color, paper, and how well entry meets stated objectives.
4. Examples include: logos, table of contents pages, infographics, banner ads, etc.

WEB DESIGN

1. Submit one copy of the entry.
2. Entry should appear as close to its originally published, printed or displayed form as possible.
3. Entry will be judged on layout and design, usability, text objectives, use of graphics and color, overall effectiveness, and how well entry meets stated objectives.
4. Submit one copy of the issue in electronically published form and an example on CD, DVD, or USB.
5. Please ensure your site will be online and available from April 1, 2012 to July 27, 2012.
6. The site should be optimized for viewing on Microsoft Internet Explorer or Netscape.
7. An entry may be placed in either Web Design or Online Publication, but not both categories.
8. Examples: organization Web sites, etc.

PUBLIC RELATIONS DIVISION

The top entries in the public relations single item, public relations campaign, news release and social media campaign categories will be automatically entered into the Excellence in Public Relations competition.

PUBLIC RELATIONS SINGLE ITEM

1. Submit one copy in final draft or published form.
2. Final drafts should look as close to the printed form as possible.
3. Entries will be judged on potential to meet stated objectives, appropriateness for audience, readability, creativity and organization.
4. Anything applicable to public relations that does not fit into another category. Examples include displays, posters and specialty advertising items (such as coffee mugs, pens or buttons).

PUBLIC RELATIONS CAMPAIGN

1. Submit one copy in final draft or published form.
2. Final drafts should look as close to the printed form as possible.
3. Entries will be judged on potential to meet stated objectives, appropriateness for audience, readability, creativity and organization.

NEWS RELEASE

1. Submit one copy in manuscript form (see guidelines in the Writing Division).
2. Entries will be judged on potential to meet stated objectives, appropriateness for audience, persuasiveness, creativity and organization.

SOCIAL MEDIA CAMPAIGN

1. Submit a summary of the campaign (500 words or less) and URLs for all social media sites related to the campaign. The summary should explain the campaign background and purpose, the types of social media used, and how each type was beneficial to the campaign. It should also explain the methods for measuring the campaign's success, the timeline for implementation, and resources that were needed.
2. Entries will be judged on potential to meet stated objectives, appropriateness for audience, persuasiveness, spelling, grammar, creativity and organization.

ADVERTISING DIVISION

The top entries in the radio, TV, print and web categories will be automatically entered into the Excellence in Advertising competition.

RADIO

1. Submit only one copy per entry.
2. Entries must be submitted on CD or USB.
3. Time is a minimum of 30 seconds and a maximum of 2 minutes.
4. Entries will be judged on content, style and technical quality.

TELEVISION

1. Submit only one copy per entry.
2. Entries must be submitted via FTP server.
3. Time is a minimum of 30 seconds and a maximum of 2 minutes. Entries exceeding 2 minutes will only have the first 2 minutes judged.
4. Entries will be judged on content, style and technical quality.

PRINT

1. Submit one copy in final draft or published form.
2. Final drafts should be complete, including lettering, artwork or pictures. The ad must look as close to the printed form as possible.
3. Entries will be judged on layout and design, illustration, text objectives and overall effectiveness.

WEB

1. Submit one copy of the entry.
2. Entry should appear as close to its originally published, printed or displayed form as possible.
3. Entry will be judged on layout and design, usability, text objectives, use of graphics and color, overall effectiveness, and how well entry meets stated objectives.
4. Submit one copy of the issue in electronically published form and an example on CD, DVD, or USB.
5. Please ensure your site will be online and available from April 1, 2012 to July 27, 2012.
6. The site should be optimized for viewing on Microsoft Internet Explorer or Netscape.
7. An entry may be placed in either Web Design or Online Publication, but not both categories.
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