

2017 National Agricultural Communicators of Tomorrow



Critique & Contest Rules

Entry Deadline: Friday, April 21, 2017

Entries must be submitted prior to midnight (PST) OR postmarked on this date.

GENERAL RULES

1. Contestants must be active, dues-paying ACT members. If National ACT dues have not been paid, please contact Dr. Emily Buck at nact.adviser@gmail.com.
2. The National Agricultural Communicators of Tomorrow Critique and Contest has six divisions with each division split into multiple categories. All active members of the NACT organization are eligible to compete in all categories – i.e. undergraduate students will compete against graduate students.
3. Each contestant is limited to one entry per category but may enter multiple categories within a division. 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 entirely student produced. Although faculty and professional communicators may advise students on their work, students must complete the actual execution.
5. All entries must be created between April 16, 2016, and April 21, 2017.
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. **All entry fees must be paid with a check (this is the only acceptable payment type) and should be sent to:**
Dr. Dwayne Cartmell, National ACT
448 Agricultural Hall
Oklahoma State University
Stillwater, OK 74078

**CRITIQUE AND CONTEST
DIVISIONS AND CATEGORIES**

Writing Division

News Story Short Feature Story
Long Feature Story
Short Personality Profile
Long Personality Profile
Research-Related Writing
Editorial
Single Blog Entry

Publication Division

Magazine
Newspaper, Tabloid or Newsletter
Brochure or Pamphlet
Online Publication

Electronic Media Division

Radio Package (story)
Radio advertisement
Short Video Package Less than 2 minutes
Long Video Package more than 2 minutes
Video Advertisement Production

Photography

Photo Series
Scenic Photo
People Photo
Animal Photo
Plant Photo
Food Photo
Other Photo

Design and Layout Division

Page Layout
Graphic Design for Print or Web
Advertisement Design
Blog Design
Web design

Publication Relations Division

Public Relation Single Item
Public Relations Campaign
Social Media Plan
News Release

WRITING DIVISION

The top entries in the news story, short feature story, long feature story, short personality profile, long personality profile, research-related writing, editorial, and single blog entry categories will automatically be entered in the Excellence in Writing competition. Each entry must be submitted 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 an entry. Entries in published form will be disqualified. **You must submit each entry as a PDF.** Please follow the entry submission guidelines for details regarding online submission procedures for this division.

NEWS STORY

1. Submit in manuscript form only (see above).
2. Entries should address a current issue.
- 3. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

SHORT FEATURE STORY

1. Submit in manuscript form only (see above).
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.
- 4. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

LONG FEATURE STORY

1. Submit in manuscript form only (see above).
2. Entries should be more 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.
- 4. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

SHORT PERSONALITY PROFILE

1. Submit in manuscript form only (see above).
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.
- 4. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

LONG PERSONALITY PROFILE

1. Submit in manuscript form only (see above).
2. Entries should be more than 1,000 words and should focus on a less-time-sensitive topic.
3. Entries will be judged on originality, readability, organization and overall appeal.
- 4. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

RESEARCH-RELATED WRITING

1. Submit in manuscript form only (see above).
2. Entries will be judged on well-written content, clarity of thought, effectiveness, readability, completeness and overall appeal.
- 3. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

EDITORIAL

1. Submit in manuscript form only (see above).
2. Entries should be a 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.
- 4. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

SINGLE BLOG ENTRY

1. Submit in manuscript form only (see above).
2. This should be a single blog entry posted between April 16, 2016, and April 21, 2017.
3. Entries will be judged on originality, readability, organization and overall appeal.
- 4. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

PUBLICATION DIVISION

The top entries in the magazine; newspaper, tabloid or newsletter; brochure or pamphlet; and online publication categories will be automatically entered into the Excellence in Publication competition. Some entries in this division must be MAILED and will NOT be accepted as an electronic submission. Be sure to check each category for submission information. **If submission is to be MAILED, please MAIL all entries with the entry form to:**

Kayla M. Wilkins

Texas Tech Department of Agricultural Education & Communications

P.O. Box 42123

Lubbock, Texas 79409-2123

Do not mail check with submission! MAIL CHECK to:

Dr. Dwayne Cartmell, National ACT

448 Agricultural Hall

Oklahoma State University

Stillwater, OK 74078

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.
4. **MAIL all entries with the entry form and entry fee to the addresses listed above.**

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.
4. **MAIL all entries with the entry form and entry fee to the addresses listed above.**

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.
4. **MAIL all entries with the entry form and entry fee to the addresses listed above.**

ONLINE PUBLICATION

1. Submit one issue of the publication per entry.
2. Submit the URL (see the entry form) to the published document.
3. Include a summary of the production process: budgeting, layout and design process, and software.
4. Entries will be judged on layout and design, content, writing quality, appearance and satisfaction of objectives of the publication.

5. An entry may ONLY be entered in Web Design or Online Publication, not both categories.
6. Examples include e-newsletters in html format. PDF files will not be accepted.
- 7. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

ELECTRONIC MEDIA DIVISION

The top entries in radio package, radio advertisement, short video package, long video package and video advertisement production will be automatically entered into the Excellence in Electronic Media competition. **Please follow the entry submission guidelines for details regarding online submission procedures for this division.**

RADIO PACKAGE

1. Submit only one copy of the entry.
2. All radio submissions must be in **.mp3** format.
3. Entries must be between 30 seconds and 5 minutes in duration.
4. Any type of package will be acceptable. This includes newscasts, PSAs, interviews, documentaries or editorials. (Entries must be more than a market report.)
5. Entries will be judged on content, style and technical quality.
6. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

RADIO ADVERTISEMENT

1. Submit only one copy of the entry.
2. All radio submissions must be in **.mp3** format.
3. Entries must be between 15 seconds and one minute in duration.
4. Entries will be judged on content, style and technical quality.
5. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

SHORT VIDEO PRODUCTION

1. Submit only one copy of the entry.
2. All video submissions must be submitted as a YouTube link.
3. Entries must be less than two minutes in length.
4. Entries will be judged on content, style and technical quality.
5. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

LONG VIDEO PRODUCTION

1. Submit only one copy of the entry.
2. All video submissions must be submitted as a YouTube link.
3. Entries must be more than two minutes in length.
4. Entries will be judged on content, style and technical quality.
5. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

VIDEO ADVERTISEMENT PRODUCTION

1. Submit only one copy of the entry.
2. All video ad submissions must be submitted as a YouTube link.
3. Entries must be between 15 seconds and one minute in duration.
4. Entries will be judged on content, style and technical quality.
5. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

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 the entry sheet. Please follow the entry submission guidelines for details regarding online submission procedures for this division.

Please follow the entry submission guidelines for details regarding online submission procedures for this division.

All digital files must be 5 megabytes or smaller, must be in JPEG or JPG format, and must be no more than 1,500 pixels wide (horizontal image) or 1,500 pixels tall (vertical image).

PHOTO SERIES

1. Submit one copy of the entry.
2. Entry must include at least three images. The JPEG or JPG formatted images making up the series may be entered into the "Photo Series Files" category of file uploads on the submission site.
3. Entries will be judged on subject matter, photo quality, photos' relation to each other and composition.
4. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

SCENIC PHOTO

1. Electronically submit one JPEG or JPG file for this entry.
2. Entries will be judged on subject matter, effectiveness, photo quality and composition.
3. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

PEOPLE PHOTO

1. Electronically submit one JPEG or JPG file for this entry.
2. Entries will be judged on subject matter, effectiveness, photo quality and composition.
3. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

ANIMAL PHOTO

1. Electronically submit one JPEG or JPG file for this entry.
2. Entries will be judged on subject matter, effectiveness, photo quality and composition.
3. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

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PLANT PHOTO

1. Electronically submit one JPEG or JPG file for this entry.
2. Entries will be judged on subject matter, effectiveness, photo quality and composition.
3. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

FOOD PHOTO

1. Electronically submit one JPEG or JPG file for this entry.

2. Entries will be judged on subject matter, effectiveness, photo quality and composition.
- 3. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

OTHER PHOTO

1. Electronically submit one JPEG or JPG file for this entry.
2. Entries will be judged on subject matter, effectiveness, photo quality and composition.
- 3. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

DESIGN AND LAYOUT DIVISION

The top entries in the page layout, graphic design for print or Web, advertisement design, blog design and Web design categories will be automatically entered into the Excellence in Design and Layout competition. **Please follow the entry submission guidelines for details regarding online submission procedures for this division.**

PAGE LAYOUT

1. Electronically submit one copy in final draft or published form as a PDF document.
2. Submissions can include magazine spreads, broadsheets or tabloid-size newspaper spreads.
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.
5. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

GRAPHIC DESIGN FOR PRINT OR WEB

1. Electronically submit one copy in final draft or published form as a PDF document.
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, info graphics, etc.
5. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

ADVERTISEMENT DESIGN

1. Electronically submit one copy in final draft or published form as a PDF document.
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 banner adds, print adds, etc.
5. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

BLOG

1. Submit the URL to the blog.
2. Entries will be judged on layout and design, usability, text objectives, use of graphics and color, overall effectiveness, and how well entry meets the stated objectives.
3. Please make certain your blog will be online and available for judging.
4. **Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

WEB DESIGN

1. Submit the URL to the website.
2. Entries will be judged on layout and design, usability, text objectives, use of graphics and color, overall effectiveness, and how well entry meets the stated objectives.
4. Please make certain your site will be online and available for judging.

5. Please follow the entry submission guidelines for details regarding online submission procedures for this category.

PUBLIC RELATIONS DIVISION

The top entries in the public relations single item, public relations campaign, news release and social media plan categories will be automatically entered into the Excellence in Public Relations competition. Some entries in this division must be MAILED and will NOT be accepted as an electronic submission. Be sure to check each category for submission information. **If submission is to be MAILED, please MAIL all entries with the entry form to:**

Kayla M. Wilkins

Texas Tech Department of Agricultural Education & Communications

P.O. Box 42123

Lubbock, Texas 79409-2123

Do not mail check with submission! MAIL CHECK to:

Dr. Dwayne Cartmell, National ACT

448 Agricultural Hall

Oklahoma State University

Stillwater, OK 74078

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 stated objectives, appropriateness for the 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).
- 5. Please MAIL all entries with the entry form and check to the addresses listed above.**

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 stated objectives, appropriateness for the audience, readability, creativity and organization.
- 4. Please MAIL all entries with the entry form and check to the addresses listed above.**

NEWS RELEASE

1. Submit one copy in manuscript form (see guidelines in the Writing Division).
2. Entries will be judged on stated objectives, appropriateness for the audience, readability, creativity and organization.
- 3. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**

SOCIAL MEDIA CAMPAIGN

1. Entries will be judged on stated objectives, appropriateness for the audience, readability, creativity and organization.
- 2. Please follow the entry submission guidelines for details regarding online submission procedures for this category.**