



Driven by Science. Communicating for Change.

2019 Critique and Awards Program

Submission deadline: February 1, 2019 via <https://ace.submittable.com/submit>

The Critique and Awards Program is an annual event geared toward providing members with professional critiques of their work and recognizing those who have done an outstanding job.

Class Descriptions: Writing

Entries in the first four classes — writing for newspapers, writing for magazines, writing within a specialized publication and promotional writing — must include the article as submitted and one clipping or copy of the article as printed. Include the name and location of the publication and the date published.

Entries in Class 5, script writing for visual media, must include a copy of the script as written as well as a copy of the finished product, along with a date and description of the circumstances of its completion or initial presentation.

Entries in Class 6, writing for the Web, must include the URL of the Web page.

For all classes, include other pertinent supporting information in the supplemental information document. Judging will emphasize writing quality, not the technical quality of the surrounding publication or finished electronic product. Content, organization, writing style and proper format will be considered. In Class 5, technical elements that usually are written into a script (such as natural sound or visual images) also will be considered.

All writing category entries must be submitted online. No physical entries may be shipped.

Judging (all writing categories): Content 25%, Writing quality 25%, Creativity 25%, Writing style 25%

Class 1 — Writing for newspapers. Submit one article published in a daily or weekly newspaper. Online submissions only.

Class 2 — Writing for magazines. This includes articles in magazines and newspaper supplements that use a magazine format. Online submissions only.

Class 3 — Writing within a specialized publication. This includes writing for internal or external publications and audiences, for newsletters, annual reports, books, guide sheets, instruction

booklets and other publications, except those that fit into the promotional writing class. Online submissions only.

Class 4 — Promotional writing. This includes copy for promotional brochures and catalogs, development/solicitation letters, legislative communications, advertisements and other promotional or marketing efforts. Online submissions only.

Class 5 — Script writing for visual media. This includes television, videotapes and slide presentations. Include the script and finished product. Online submissions only.

Class 6 — Writing for the Web. Submit one article published on the Web, including the URL. The writing in Class 6 must be original content intended for online readership (i.e., not simply a PDF page or news release posted to the Web). Online submissions only.

Class Descriptions: Photography

Eligible photos must have appeared in an article, publication or series of publications, website or exhibit. Creativity, interest, timing and technical quality will be evaluated.

All photography category entries must be submitted online. No physical entries.

Judging for all photography classes: Technical quality 25%, Creativity/originality 25%, Audience interest/impact 25%, Overall evaluation 25%

Class 7a — Feature photo: one image that effectively tells a story. A single image that tells a story effectively in one shot.

Class 7b — Environmental portrait or personality photo. – photo of a person taken at work or in a setting related to their work.

Class 8 — Picture story. Three or more photos used to tell a story.

Class 9 — Service photo. For those pictures that are required as part of the mission of the institution. Examples would be shots of events such as fairs, field days, award presentations, etc.

Class 10 — Photo Enhanced: For photos made entirely under the photographer's control, including setups, studio still life and/or pictures extensively manipulated through software (e.g.,Photoshop), mobile apps or other technology.

Class Descriptions: Graphic Design

Each entry requires an entry form and supplemental information document (2-page maximum). For details, see the general ACE C&A rules and instructions. Submit a published or printed item that illustrates use of graphic design techniques to enhance the communication of a printed message. Items may include symbols, logos, and marks of identity.

Online submissions only for all categories. No physical entries will be accepted.

Judging for Classes 11a, 11b, 13-17:

Composition/layout/design--20%

Creativity/originality--20%

Production/printing/image quality--20%

Idea effectiveness--20%

Typography--20%

Judging for Class 12:

Composition/layout/design--25%

Creativity/originality--25%

Production/printing/image quality--25%

Idea effectiveness--25%

Class 11a — Print: one- to full-color. Submit a published or printed item that illustrates use of graphic design techniques to enhance the communication of a printed message. Items may include symbols, logos and marks of identity. Consideration will be given to layout, placement or treatment of graphics, typography, printing techniques, paper and color.

Class 11b — Print: advertisement. Submit a published or printed item that illustrates use of graphic design techniques to enhance the communication of an advertisement. This includes print ads in programs, magazines, newspapers and promotional or marketing materials. Describe any unique problems or circumstances the designer faced.

Class 12 — Illustration: single or series. Submit a single illustration or series of illustrations that has been used to enhance or explain an educational message. The entry may be in your choice of medium (i.e., paint, pencil, charcoal, etc.) and/or a computer illustration submitted on paper or electronically (jpeg) on CD. Entries should be new and entirely created by the entrant/entrants rather than using reproductions, modified clip art or other photographic imagery. Entry may be submitted with the supporting material for which it was created (i.e., article, story, editorial, publication, campaign or other materials).

Class 13 — Interactive multimedia and Web graphics. Submit a Web URL, file attachment or Dropbox instructions in which graphic design was used as part of an interactive educational project, multimedia product, kiosk or website. Graphics should support and enhance the educational message of the piece.

Class 14 — Posters. Submit a single or series of posters, flags or banners. There are no size limitations, and entries may be reproduced in any manner, such as by offset, silkscreen, or by hand on paper, fabric or wood.

Class 15 — Exhibits. An entry consists of at least five but no more than 20 jpeg images of the finished product of a permanent or temporary exhibit. The images may include one but not more than two mockup images of the display. Exhibits of all sizes are eligible, from tabletop to room size.

Class 16 — Cover. Submit a published or printed cover that illustrates the use of graphic design techniques to enhance communication. Items may include symbols, logos, photographs, illustrations and marks of identity. Consideration will be given to layout, placement or treatment of graphics, typography printing techniques, paper and color.

Class 17 — Logos. Submit a single logo that has been used as part of an identity package that visually interprets the message of a program or campaign. Describe the inspiration and development of the logo, and show examples of how the logo design was adapted for use in various formats. Entries should be completely original art for new logos or revamps of existing program/campaign logos rather than clip art. Consideration will be given to originality, design, color, typography and effectiveness of communicating identity.

Class Descriptions: Publishing

Each entry requires an entry form and supplemental information document (2-page maximum). For details, see the general rules and regulations.

Online submissions only. No physical entries.

Judging for Classes 19-24 and 26:

- Content is engaging, appropriate, and well-organized with a logical flow: 20%
- Publication fulfills stated purpose: 30%
- Writing is clear and concise with good grammar and appropriate punctuation: 20%
- Overall appearance (including cover design) is appropriate and engaging: 10%
- Publication follows design principles and includes appropriate typography and engaging illustrations/photography: 20%

Judging for Class 25:

- Appropriate reading level--20%
- Organization and logical flow--20%
- Grammar and punctuation--20%
- Titles, heads, and subheads--10%
- Preserved and improved intent--10%
- Fulfills purpose--20%

Class 19 — Newsletters. Submit at least three issues of a newsletter directed to a specific audience (in-house or external). Newsletters may be educational, informational, or promotional; photocopied or offset printed; and digital or electronic.

Class 20 — Magazines and periodicals. Submit at least two issues of a monthly, bimonthly, quarterly or semiannual magazine or periodical. They should be those prepared in a popular style for broad audiences. All must have a date and/or volume number indicated.

Class 21 — One- to full-color popular publications. Provide one URL of one copy of a single publication or three separate URLs for a set of up to three titles written in a popular style for a broad or specific audience. Subjects may include agriculture, natural resources, family and consumer sciences, family living, research, youth and related subject matter. Entry may be a bound, stapled, stitched or folded publication. This class does not include magazines and periodicals as described in Class 20.

Class 22 — Technical publications. Submit one copy of a publication prepared as a research report, special publication, scholarly journal, brochure or other printed material focusing on

research. The audience may be scientists in agricultural or related research, professional workers in education and industry, or others interested in technical subjects.

Class 23 — Special reports. Submit one copy of a published report produced annually or only once. Entries may include agency reports or Experiment Station and Extension Service reports that summarize activities or work within one or more specific subject areas.

Class 24 — Promotional publications. Submit one copy of a publication, typically a brochure, flier or pamphlet, created for promotional purposes. The publication should be designed to encourage public acceptance or to foster positive reaction.

Class 25 — Editing. Entries may be book manuscripts or publications in which the entrant's contribution is substantive editing. If the entry is a publication, submit a copy of the original manuscript and a copy of the edited manuscript (does not necessarily need to show editing marks). If the entry is a book, submit copies of the original manuscript and the edited manuscript for the table of contents, first chapter and a chapter of your choice.

Class 26 — Electronic publications. An electronic publication differs from a website, database or other electronic data in that, regardless of length, it could be or has been published under a single title as a fact sheet, circular, bulletin, newsletter, book, handbook, etc. It is not necessary for an electronic publication to have a paper equivalent, but the electronic document must be produced for onscreen delivery with obvious attention to the format, layout, text and font for enhanced usability/readability. Electronic publications will be evaluated on overall ease of use, design, editorial quality, content delivery, appropriate use of electronic techniques and appeal to the intended audience. A publication may be resubmitted in succeeding years if a description is included indicating how the publication has changed from the previous version. An electronic publication may combine text from numerous print documents to become an independent onscreen publication, or it may be a publication converted from a paper-only document with adaptations for electronic delivery.

Class Descriptions: Electronic Media, Audio

All entries must be submitted online as an attached file, as a Web link or downloadable from a service such as Dropbox. Judges will consider a project's budget and the use of available resources.

Judging: Planning and vision 25%

Content presentation 25%

Technical quality 25%

Creativity/artistic style 25%

Class 27 — News and features. Submit a news actuality, voiced report or short feature produced for use within a commercial or noncommercial newscast for broadcast or Internet distribution. Include a cue sheet. Judges will consider a project's budget and the use of available resources.

Class 28 — Programs, podcasts and spots. Submit a special, documentary, regularly produced program, regularly produced podcast, public service spot or other spot

prepared for use on a commercial or noncommercial outlet for broadcast or Internet distribution. If submitting programs from a series, samples from up to three separate programs may be submitted. If submitting spots, submit no more than five spots in a series with no spot longer than 60 seconds. Cue sheet(s) should accompany entries where applicable.

This class is distinct from Class 27, news and features, in that these productions are more likely to be self-contained and complete than intended for use within other programming. Online submissions only.

Class Descriptions: Electronic Media, Video

All entries must be submitted online as an attached file, as a Web link or downloadable through a service such as Dropbox. Judges will consider a project's budget and the use of available resources.

Judging:

Design 20%

Content 20%

Technical Quality 20%

Creativity/Artistic Style 20%

Effectiveness 20%

Notes for all categories: Categories may include videos of any length unless otherwise noted. If total video length is over 10 minutes, please submit a 10 minute sample. Unless otherwise noted video series are welcome in any category, but no more than 3 10 minute samples should be entered. Videos should be submitted in categories for which they were originally produced; although they may be repurposed for videos that might fit other categories later, they should be judged in the category most appropriate for the original production.

Class 29-Social media videos- Videos produced primarily for social media (may be distributed across other platforms later) such as Facebook, Twitter, Instagram, etc. These may include odd formatting such as square and vertical videos, generally short duration (under two minutes), and may be produced on mobile devices.

Class 30-Profile videos- Videos that focus on telling a particular person's story. These may feature researchers, students, extension agents, or donors among others. Videos may be for web, broadcast, or other distribution.

Class 31- Motion graphics/augmented reality/virtual reality/animation- Video products that use animation, motion graphics, augmented, or virtual reality as the primary ways of conveying information. Entry may be distributed across a range of platforms.

Class 32-Promotional, recruitment, and fundraising products- video productions specifically used for promotion, recruitment, and fundraising. Entry may be distributed across a range of platforms.

Class 33-Informational or educational video production for external audience/ general public- video productions designed for noncredit educational and informational uses and function as

standalone videos (or series). These productions may be distributed through web channels or broadcast or be viewed in meetings or workshops, by individuals or groups. Includes how-to videos, public service announcements, etc.

Class 34- Informational, news, or educational video production for internal and student audience. These videos tend to be more technical in nature and are produced for training purposes or for paid/credit-based class settings. These videos would probably not be used as standalone products, but rather operate as components of a guided learning process (i.e. a classroom setting). These productions may be delivered online or in person, but are not accessible to the general public.

Class Descriptions: Marketing and Media Relations

Online submissions only.

Judging for Classes 35a and 35b:

Integrated strategic plan 25%

Development/execution 50%

Impact 25%

Judging for Class 36:

Planning/development 15%

Media interest 20%

Quality 20%

Target audience reach 20%

Impact 25%

Judging for Class 37:

Planning/development 15%

Technical quality 20%

Content/script 20%

Production/execution 20%

Impact 25%

Class 35a — Marketing communications campaign with budget under \$1,000 (includes all costs associated with printing, duplicating, distributing, etc). Materials submitted should document efforts to promote or market an educational, research or institutional program or product. Materials submitted must include an integrated strategic plan that identifies the target audience(s) and goals; promotional materials produced (e.g., brochures, sales letters, news releases, ads, PSAs) and/or a description of the promotional event(s) and activities completed; and an evaluation of the efficacy of the promotional or marketing effort. The evaluation need not be complicated, formal or expensive, but it should provide some indication that the goals outlined in the strategic plan were achieved as a result of the marketing effort.

Class 35b — Marketing communications campaign with budget of \$1,000 or above (includes all costs associated with printing, duplicating, distributing, etc). Materials submitted should document efforts to promote or market an educational, research or institutional program or product. Materials submitted must include an integrated strategic plan that identifies the target audience(s) and goals; promotional materials produced (e.g., brochures, sales letters, news releases, ads, PSAs) and/or a description of the promotional event(s) and activities completed;

and an evaluation of the efficacy of the promotional or marketing effort. The evaluation need not be complicated, formal or expensive, but it should provide some indication that the goals outlined in the strategic plan were achieved as a result of the marketing effort.

Class 36 — Media relations campaign. Materials submitted should document a systematic media relations effort. Explain how and why this program was conceived and how it was implemented. Describe goals and audiences. Provide evidence of use, results or impact (anecdotal information, clippings, Web counts, comments or informal evaluations). Include examples of the various parts that made up the whole. These may include but are not limited to news releases, websites, radio spots, video news releases and promotional CDs.

Class 37 — Single marketing item. Entries include a single communications product with a primary marketing or promotional purpose. Include an explanation of why this item was created (planning/development) and the resulting impact of the product (post-analysis). Entries also will be judged on quality of visual, technological and textual components. Entries may include but are not limited to publications, news releases, radio spots, video news releases, websites, CDs and DVDs.

Class Descriptions: Information Technology

In all classes, the participant(s) entering the project must indicate their roles. All entries must include a statement as to the purpose, audience and description of circumstances for development.

Online submissions only.

Judging: Design 15%
Content 15%
Technical quality 15%
Use of medium 15%
Marketing/promotion 10%
Evaluation 15%
Effectiveness 15%

Class 38 -- Interactive media program. This class is designed for interactive programs for distribution through CD-ROMs, DVD, touch-screen kiosks or other non-Web media. The program can cover any subject matter area used for internal or external purposes. Submit the computer program in Dropbox or as a web URL, and include installation instructions. If this is not possible, submit a video file of the interactive video program in use. Video should include close-ups of screens and numerous examples of decision points, menus and tests (if used). Entry material should clearly define the objectives of the interactive media program, an explanation of the development process, intended audience, delivery timeline and evaluation methods (either conducted or planned).

Class 39 -- Innovative use of communication technology. This class recognizes an effective application of emerging information technology or innovative use of an established information technology to educate or inform audiences. Entries should demonstrate risk-taking and/or innovation and may involve projects that use single or multiple information technologies. Submit a Web URL, a downloadable DropBox file, or a video showing the technology in use and/or description of innovative information technology. The entry must include statement of purpose,

audience, instructional design, subject content and evaluation methods (either conducted or planned).

Class 40 -- Website. This class is designed for websites for any specified audience. Sites will be evaluated on overall ease of use, design, content delivery, appropriate use of Web techniques, appeal to the intended audience and evaluation mechanisms (for determining site usefulness for audience or more formal usability studies conducted with the site). A site may be resubmitted in succeeding years if a description is included indicating how the site has changed from the previous version. In general, at least 20 percent of the site should be made up of new materials, new menus or new ways of locating information. In the supplemental information document, highlight the URL of the site and additional URLs for specific pages that should not be overlooked in the judging. You also may wish to submit a screen capture of some pages from the site and information on any special scripting or programming used at the site to provide additional functionality (e.g., database lookups, interactive application, etc.).

Class 41 -- Technology education. This class includes entries that demonstrate computer/technology training efforts using any single or multiple delivery methods (e.g., webinar, self-paced instruction, live courses, interactive television, CD-ROM, DVD, print, etc.). Entries may include training materials addressing general computer literacy, a specific application (such as a software program or a particular website) or other technologies. Materials should be submitted to demonstrate how the training program was carried out and in what type of educational environment. Training may stress either concepts or specific procedures (e.g., keystrokes). Entries must include the course syllabus, handout materials, computer programs, sample problems, visuals used, as well as a description of evaluation methods (either conducted or planned). Providing a video recording of portions of the training session may give the judges a better understanding of the techniques and visuals used.

Class Descriptions: Diversity

This category is for entries that show consideration for audiences from diverse backgrounds, are inclusive of people from diverse backgrounds or that target publics reflecting specific aspects of diversity such as low-income families; first generation college students; youth; and people of different races, genders or socioeconomic levels.

Judging: Planning 35%, Quality of materials and message 35%, Evaluation 30%

Class 42A – Writing for diverse audiences

Any entry eligible for Classes 1-6 may be submitted in this class if it shows consideration for audiences with diverse backgrounds or is inclusive of people from diverse backgrounds.

Class 42B – Writing for targeted audiences

Any entry eligible for Classes 1-6 may be submitted in this class if it shows consideration for or targets audiences that reflect specific aspects of diversity.

Class 43A – Publications for diverse audiences

Any entry eligible for Classes 19-26 may be submitted in this class if it shows consideration for audiences with diverse backgrounds or is inclusive of people from diverse backgrounds.

Class 43B – Publications for targeted audiences

Any entry eligible for Classes 19-26 may be submitted in this class if it shows consideration for or targets audiences that reflect specific aspects of diversity.

Class 44A – Electronic media and audio for diverse audiences

Any entry eligible for Classes 27 and 28 may be submitted in this class if it shows consideration for audiences with diverse backgrounds or is inclusive of people from diverse backgrounds.

Class 44B – Electronic media and audio for targeted audiences

Any entry eligible for Classes 27 and 28 may be submitted in this class if it shows consideration for or targets audiences that reflect specific aspects of diversity.

Class Descriptions: Crisis and Issues Communications

Entries must be submitted online. No physical entries may be shipped.

Judging:

Crisis identification/analysis 25%
Planning/development/execution 50%
Results 25%

Class 47 - Crisis Communication: Materials submitted should document efforts to respond to a crisis. Such efforts could be of short or long duration, depending on the situation. Submissions should include:

An explanation of the crisis situation, including its context and the time frame involved.
Information on message development and identification of target audience(s).
Description of the goals of the communications efforts.
Description of strategies, activities and/or tactics adopted to communicate about the situation, including, for example, any spokesperson coaching provided by communications staff and the communications vehicles used in the effort.

An assessment or evaluation of the efficacy of the communication effort. The assessment need not be complicated or formal, but it should provide some indication of how the goals of the communications were achieved as a result of the crisis management effort.

Judging:

Issue identification/analysis 40%
Planning/development/execution 40%
Results 20%

Class 48: Issue Management: Materials submitted should document efforts to identify an issue that threatens or could threaten an organization. The programming to manage that issue to effectively support the organization should be explained. Explain how and why this program was conceived and how it was implemented. Describe goals and audiences.

Issues by their nature often span multiple years. The entry should focus on issue management work completed in the previous year and define the time that the work is focused on. If work on the issue was entered in a previous year, this entry must demonstrate significant change in strategy or implementation.

Materials submitted must include an integrated strategic plan that identifies the issue and its context; target audience(s) and goals; description of strategies, activities and/or tactics adopted; message development; communications vehicles used [face to face meetings, town meetings, materials produced (e.g., brochures, sales letters, news releases, ads, PSAs)];and/or a description of the promotional event(s) and activities completed; and an assessment of the efficacy of the communication effort. The assessment of results need not be complicated, formal or expensive, but it should provide some indication that the goals outlined in the strategic plan were achieved as a result of the issues management effort.

Class Descriptions: Social Media Campaign

Judging:

Planning/development 15%, Engagement 20%, Quality 20%, Target audience reach 20%, Impact 25% - Impact should show how the social media campaign reached the goals outlined or the return on investment.

Class 49- Best Social Media Campaign Overall (Organic) - Materials submitted should document a systematic social media campaign utilizing multiple platforms. Explain how and why this campaign was conceived and how it was implemented. Describe social media platforms, campaign structure and strategy, goals and audiences. Provide analytics including engagement for each post in the campaign, on each platform. Include examples of the various posts included in the campaign. Campaign is organic, has no advertising dollars spent.

Class 50- Best Social Media Campaign Overall (Paid) - Materials submitted should document a systematic social media campaign utilizing multiple platforms. Explain how and why this campaign was conceived and how it was implemented. Describe social media platforms, campaign structure and strategy, goals and audiences. Provide analytics including engagement for each post in the campaign, on each platform. Include examples of the various posts included in the campaign. Campaign is paid, has advertising dollars spent on it.

Class 51- Best Social Media Single Item Overall - Materials submitted should document an individual social media post that is not part of an overall campaign. It can be from any social media platform(s). Describe how and why this post was created, social media platform(s), structure and strategy for the post, goals and audiences. Provide analytics including engagement for the post. If the post was boosted or promoted at all include the amount and length of time.