

Before Submitting Your Magazine Design:

Visual Impact

- Is there a strong focal point?
- Does the design immediately draw attention?
- Is the page visually balanced (not cluttered)?

Readability

- Is the headline prominent and readable?
- Are fonts consistent and professional?
- Is text easy to read against the background?

Connection to Story

- Does the design support the message of the article?
- Do visuals enhance the story rather than distract from it?
- Does it feel appropriate for FFA New Horizons?

Professional Finish

- Are margins and spacing consistent?
- Are images high quality?
- Did I proofread all text on the page?

Before Submitting Your Written Article:

Audience and Purpose

- Is this clearly written for the audience of FFA New Horizons?
- Does my story stay focused on one clear angle?
- Is the purpose of the article obvious?

Lead and Structure

- Does my opening paragraph immediately communicate the most important information?
- Did I answer key questions (who, what, when, where, why, how)?
- Is the information organized from most important to least important?

Content Quality

- Did I use strong, meaningful quotes from the press conference?
- Are all names, titles and facts accurate?
- Did I avoid adding any sort of opinion?

Headline

- Is my headline accurate, concise and engaging?
- Does it reflect the main focus of the story?

Professionalism

- Is the writing clear and concise?
- Is the article completely free of grammar, spelling, punctuation and AP style errors?

Before Submitting Your Audio/Video Piece:

Length

- Is my piece within the required time range?

Message and Theme

- Is there one clear central message?
- Does the piece clearly promote or support the story/topic?
- Would a viewer understand the purpose without explanation?

Storytelling

- Is the story told in a logical order?
- Does it have a beginning, middle and end?
- Does it keep the audience interested?

Technical Quality

- Is audio clear and balanced?
- Are transitions smooth?
- Is the video steady and well-framed (if applicable)?

Before Submitting Your Social Media Plan:

Purpose and Goals

- Did I clearly showcase why social media supports the story?

Scope Requirements

- Does the plan have a clear posting schedule?
- Does it include at least three platforms?
- Are there at least seven posts?

Post Quality

- Does each post clearly connect to the story?
- Is each post written for the specific platform?
- Are posts clear, specific and engaging?

Timeline and Organization

- Is there a clear posting schedule?
- Is the plan organized and easy to follow?
- Are headings or formatting used effectively?

Professionalism

- Is the submission completely free of grammar and spelling errors?
- Are names spelled correctly (if applicable)?

Before Presenting Your Communication Plan:

Core Strategy

- Can we clearly state our central theme?
- Do we have a clear call to action?

Component Rationale

For each piece (news, design, video, social media):

- Can we clearly explain why we made the choices we did?
- Can we explain how it serves the audience?

Delivery

- Does everyone speak?
- Is the presentation organized and concise?
- Can we answer judges' questions confidently?