



AGRICULTURAL COMMUNICATIONS MEDIA PLAN PITCH-PRESENTATION SCORECARD

Chapter			Chapter ID			
Indicator	Very strong evidence of skill is present 5-4 points	Moderate evidence of skill is present 3-2 points	Strong evidence of skill is not present 1-0 points	Points Earned	Weight	Total Score
Examples	<ul style="list-style-type: none"> Examples are vivid, precise and clearly explained. Examples are original, logical and relevant. 	<ul style="list-style-type: none"> Examples are usually concrete, sometimes need clarification. Examples are effective, but need more originality or thought. 	<ul style="list-style-type: none"> Examples are abstract or not clearly defined. Examples are sometimes confusing, leaving the listeners with questions. 		X5	
Confidence in speaking	<ul style="list-style-type: none"> Speaks very articulately. Never has the need for unnecessary pauses or hesitation when speaking. Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent. 	<ul style="list-style-type: none"> Sometimes speaks articulately. Occasionally has the need for a long pause or moderate hesitation when speaking. Speaks at the right pace most of the time, but shows some nervousness. Pronunciation of words is usually clear, sometimes vague. 	<ul style="list-style-type: none"> Rarely articulate. Frequently hesitates or has long, awkward pauses while speaking. Pace too fast; nervous. Pronunciation of words is difficult to understand; unclear. 		X3	
Being detail-oriented; provide details	<ul style="list-style-type: none"> Is able to stay fully detail-oriented. Always provides details which support the issue to communicate the key concepts of the plan; is well organized. 	<ul style="list-style-type: none"> Is mostly good at being detail-oriented. Usually provides details which are supportive of the issue, communicates the plan; displays good organizational skills. 	<ul style="list-style-type: none"> Has difficulty being detail-oriented. Sometimes overlooks details that could be very beneficial to the issue; not enough detail provided; lacks organization. 		X3	
Speaking unrehearsed and natural	<ul style="list-style-type: none"> Speaks unrehearsed with comfort and ease. Is able to speak effectively without losing focus and with organized thoughts and concise answers. 	<ul style="list-style-type: none"> Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure. Is able to speak effectively, has to stop and think and sometimes gets off focus. 	<ul style="list-style-type: none"> Shows nervousness or seems unprepared when speaking unrehearsed. Seems to ramble or speaks before thinking. 		X3	

Indicator	Very strong evidence of skill is present 5-4 points	Moderate evidence of skill is present 3-2 points	Strong evidence of skill is not present 1-0 points	Points Earned	Weight	Total Score
All team members participated	<ul style="list-style-type: none"> All team members took an active role in presentation. 	<ul style="list-style-type: none"> Two to three team members took an active role in presentation. 	<ul style="list-style-type: none"> One team member took an active role in the presentation. 		X3	
Use of visual aids	<ul style="list-style-type: none"> Visual aids add clarity and support what is being said during the presentation. 	<ul style="list-style-type: none"> Visual aids add some clarity and support to what is being said during the presentation. 	<ul style="list-style-type: none"> Visual aids add little to no clarity and support to what is being said during the presentation. 		X3	
Media plan	<ul style="list-style-type: none"> Key elements of the media plan are clearly communicated. Strong understanding of chosen media is present. 	<ul style="list-style-type: none"> Key elements of the media plan are vaguely communicated. Vague understanding of chosen media is present. 	<ul style="list-style-type: none"> Key elements of the media plan are not communicated. Little to no understanding of chosen media is present. 		X3	
Questions and answers	<ul style="list-style-type: none"> Is able to correctly respond to judges' questions. Answers show familiarity with subject matter. 	<ul style="list-style-type: none"> Is somewhat able to correctly respond to judges' questions. Answers do not reflect any familiarity with subject matter. 	<ul style="list-style-type: none"> Is unable to correctly respond to judges' questions. Answers do not reflect any familiarity with subject matter. 		X12	
TOTAL POINTS (175 POINTS POSSIBLE)						