



# AGRICULTURAL COMMUNICATIONS MEDIA PLAN PROPOSAL SCORECARD

Name: \_\_\_\_\_ Chapter: \_\_\_\_\_ Chapter # \_\_\_\_\_

	Possible Score	Team Score
<b>Plan Includes all Requirements</b> Cover page, titles and names on cover page, table of contents, does not exceed page limit, double spaced, one inch margins, page numbers, required headings (-1 point per missing item)	10	
<b>Proposal is Relevant to Scenario</b> Entire narrative focuses on addressing client's specific public communication needs.	10	
<b>Executive Summary</b> Adequately explains the plan without reading the entire document	10	
<b>Introduction</b> Provides adequate background of the issue; clearly states the problem and need for plan; describes how the plan will benefit the client	15	
<b>Description of Audience</b> Clearly describes (including demographics) who is targeted with the media plan	15	
<b>Detailed Strategic Plan</b> Clearly states objectives; explains how objectives will be met; explains why chosen mediums are appropriate to meet objectives; describes how plan will be executed	30	
<b>Timeline</b> Explains duration of plan and timing of media tactics	10	
<b>Method of Evaluation</b> Proposes methods to determine if the objectives were met	15	
<b>Budget</b> Explains all costs associated with implementing the media plan	20	
<b>Conclusion</b>	10	
<b>Appendices</b> Quality of communications documents. Three required	30	
<b>Quality of writing</b> Grammar, spelling, punctuation, capitalization, sentence structure	25	
<b>TOTAL POINTS</b>	200	