Judging Criteria and Scoring

Judges will consider ten criteria, as outlined below. However, not all criteria are applied to all award categories. Each award category will be scored out of 100 points. Consideration has been given to how important each criterion is for each category, and the criteria have been weighted accordingly.

Judging Criteria & Descriptions	
Objective(s)	Has a clear, stated purpose and advances the mission of the cooperative organization or Wholly-owned subsidiary.
Writing	Builds understanding, and effectively communicates the message / story / call to action in a clear, concise, and organized / logical way. Grammar, style, and tone are consistent and appropriate. Headline / lead (if applicable) capture and hold attention.
Layout / Composition	Arranges content and graphics / imagery in a way that considers the space and ensures text, images, colors, and other design elements are visually pleasing and draw attention to the most important components / message.
Graphics / Imagery	Uses high-quality / compelling visual elements like color, photos, illustrations, video, and / or typography / fonts to communicate key information.
Quality	Reflects intentional / strategic style choices in a well-polished and / or cohesive overall approach. Considers overall professional standards, production value and / or technical excellence.
Originality	Expresses the message or engages the target audience(s) in a creative / innovative / unique, and / or memorable way.
Relevance	Focuses on topics that will engage / interest / impact the reader. Considers timeliness vs. timelessness as appropriate for the channel / platform / medium.
Planning	Supports the cooperative's strategic vision / project objectives through gathering / analyzing relevant information and outlining timely, action-oriented tasks / tactics that consider the target audience(s), local community, and available resources (including budget).
Execution	Reflects deliberate actions taken to achieve desired results, contributing to overall quality. Considers how tasks are distributed and / or how any restrictions, limitations or challenges are managed.
Results	Produces desired objectives; outcomes align with key metrics. Considers efficiency / effectiveness / influence, and / or impact, as appropriate.

Scoring Rubric

Each award category will be scored on 100 total points. Consideration has been given to how important each criterion is for each category, and they have been weighted accordingly. Below is an overview of the criterion that will be scored for each award category.

	Objective(s)	Writing	Layout/ Composition	Graphics/ Imagery	Quality	Originality	Relevance	Planning	Execution	Results
Best News Story	5	25	--	--	20		25	--	20	5
Best Feature Story	5	25	--	--	15	10	15	10	10	10
Best Column or Blog Post	5	25	--	--	15	10	15	10	10	10
Best External News Publication	5	20	15	10	10	10	--	10	10	10
Best Internal News Publication	5	20	15	10	10	10	--	10	10	10
Best Special Publication – Small (1 to 8 pages)	5	20	15	10	10	10	--	10	10	10
Best Special Publication – Large (More than 8 pages)	5	20	15	10	10	10	--	10	10	10
Best Annual or Impact Report	5	20	15	10	10	10	--	10	10	10
Best Web-Based Project	5	15	15	10	15	10	--	10	10	10
Most Innovative Use of Digital Engagement	5	--	--	--	25	25	--	15	15	15
Best Social Media Post	5	10	--	10	10	20	15	10	10	10
Best Social Media Campaign	5	10	--	10	10	20	15	10	10	10
Best Short-Form Video (Two Minutes or Less)	5	15	--	15	20	15	--	10	10	10

	Objective(s)	Writing	Layout/ Composition	Graphics/ Imagery	Quality	Originality	Relevance	Planning	Execution	Results
Best Long-Form Video (More Than Two Minutes)	5	15	--	15	20	15	--	10	10	10
Best Photo	5	--	20	25	25	--	--	5	10	10
Best Graphic Design	5	5	15	15	15	15	--	10	10	10
Best Digital or Print Ad	5	5	15	15	15	15	--	10	10	10
Best External Event	5	--	--	--	20	15	15	15	15	15
Best Internal Engagement	5	--	--	--	20	15	15	15	15	15
Best Wild Card	5	--	--	--	25	25	--	15	15	15
Best Strategic Communications Campaign and Edgar F. Chesnutt Award	5	--	--	--	25	20	--	15	15	20