

Media Plan Proposal Scorecard

Chapter: _____ Judge: _____

	Possible Score	Team score
Plan includes all requirements 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	
Proposal is Relevant to Scenario Entire narrative focuses on addressing client's specific public communication needs.	10	
Overview (Executive Summary) Adequately explains the plan without reading the entire document	10	
Introduction Provides adequate background of the issue; clearly states the problem and need for plan; describes how the plan will benefit the client	15	
Description of Audience Clearly describes (including demographics) who is targeted with the media plan	15	
Detailed Strategic Plan 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	
Timeline Explains duration of plan and timing of media tactics	10	
Method of Evaluation Proposes methods to determine if the objectives were met	15	
Budget Explains all costs associated with implementing the media plan	20	
Conclusion	10	
Appendices Quality of communications documents. Three required	30	
Quality of writing Grammar, spelling, punctuation, capitalization, sentence structure	25	
TOTAL POINTS	200	

Comments:

Media Plan Presentation Scorecard

Chapter: _____

Judge: _____

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points	Weight	Total Score
Examples	Examples are vivid, precise and clearly explained. Examples are original, logical and relevant	Examples are usually concrete, sometimes needs clarification. Examples are effective, but need more originality and thought	Examples are abstract or not clearly defined Examples are sometimes confusing, leaving the listeners with questions.		X5	
Confidence in speaking	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.	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.	Rarely articulate. Frequently hesitates or has long, awkward pauses while speaking. Pace is too fast; nervous Pronunciation of words is difficult to understand; unclear.		X3	
Being detail-oriented	Is able to stay fully detail oriented. Always provides details which support the issue; is well organized.	Is mostly good at being detail oriented. Usually provides details which are supportive of the issue, displays good organizational skills.	Has difficulty being detail oriented. Sometimes overlooks details that could be very beneficial to the issue; lacks organization.		X3	
Speaking unrehearsed	Speaks unrehearsed with comfort and ease. Is able to speak quickly with organized thoughts and concise answers.	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.	Shows nervousness or seems unprepared when speaking unrehearsed. Seems to ramble or speaks before thinking.		X3	
All team members participated	All team members took an active role in the presentation.	Two team members took an active role in the presentation.	One team member took an active role in the presentation.		X3	
Use of visual aids	Visual aids add clarity and support what is being said during the presentation.	Visual aids add some clarity and support to what is being said during the presentation.	Visual aids add little to no clarity and support to what is being said during the presentation.		X3	
Media Plan	Key elements of the media plan are clearly communicated. Strong understanding of chosen media is present.	Key elements of the media plan are vaguely communicated. Vague understanding of chosen media is present.	Key elements of the media plan are not communicated. Little to no understanding of chosen media is present.		X3	
Questions and Answers	Correctly responds to judges' questions. Answers show familiarity with subject matter.	Is somewhat about to correctly respond to judges' questions. Answers show vague familiarity with subject matter.	Is unable to correctly respond to judges' questions. Answers do not reflect any familiarity with subject matter.		X12	