Overall Purpose:
1. Support collaborative efforts to enhance the JCEP/ESP mission
2. Communicate the commitment of Extension Professionals to develop quality program delivery
3. Recognize teaching that exhibits high standards of excellence
4. Encourage excellence among all Extension Professionals to develop tools which enhance higher quality educational programming

General Guidelines:
All Extension Professionals (including non-faculty and non-ESP members) are eligible to enter their work in this competition. Membership in JCEP/ESP is not mandatory for recognition in Ohio, however for team awards, 50% of eligible team members must be members in good standing in order for the team to be considered for the award. Entries in all categories are judged on the content's relevance, importance and interest. Every entry should help fulfill Extension's Mission: "We create **opportunities** for people to explore how **science-based knowledge** can **improve social, economic and environmental conditions.***"*

Entries should show evidence of being an OSU Extension piece using current branding as indicated by CFAES Marketing and Communication. (e.g., logo, branding, text, as sponsor, collaborator or sole producer). If published piece does not show evidence of being an OSU Extension branding, submit both original and published tools.
1. **Applicants may submit only one entry per category as the lead applicant**. If an applicant makes more than one submission in the same category, then a teammate must be listed as the lead team member. An applicant may submit entries in as many categories as desired. **The same entry cannot be submitted in more than one category.**
2. Entries must be produced from **September 1, 2017 to August 31, 2018.**
3. Entries must be submitted online at https://u.osu.edu/jcepespcreativeworks/. The online process includes: (1) completing a Creative Works Contest Entry Form with supporting information (audience targeted, goals for entry, need being addressed, evaluation results) and (2) attaching an electronic version of creative work (link to website, jpeg photo, pdf, etc.). Deadline for submission is **11:59 PM on Monday, October 1, 2018.**
4. In 2018, the categories Educational Exhibit and Promotional Exhibit were merged into one category, "Exhibit/Display".

SCORING: Each entry must score 85 points and above to receive an award. Awards are first, second, third place and honorable mentions. If there is only one entry in a category, it is not considered an automatic winner. There will not be a tie for any placing.

CO-AUTHORS AND TEAMS: Be sure to list all team members who contributed to the project on the entry cover sheet. The Creative Works Sub-Committee members are not responsible for team members' names not on the entry.

<div align="center">**Submission**</div>

Submissions for Creative Works are online. Qualtrics is used for the online submission process. All categories are listed below and include submission information specific to that category.

*A helpful note with the Qualtrics submission - there is an option to begin your entry, save it and return to submit later. However, it may be beneficial to type responses in a Word document first, in order to check spelling and retain your information after submission. The responses can then be copied and pasted into the Qualtrics entry form quickly for submission.

All entry forms include the following information:
- First name (only one entry per category by a lead applicant)
- Last name
- County/Unit
- Email Address
- Phone Number
- Team Leader (if applicable)
- All team members who should be recognized (if applicable)
- Brief entry abstract (300 characters or less)
- Audience targeted
- Goals for entry
- Need(s) being addressed
- Evaluation results
- Other comments
- Upload any required documents or supporting materials

<div align="center">**Entry Categories and Judging Criteria**</div>

Printed Mass Media

1-A Feature Photo
Purpose: To tell a story about the impact of an Extension program, create visibility for the program or communicate a special aspect of the program.
Submit: Photograph in jpeg format and a scanned pdf copy as printed in newspaper or other periodical or active link to where published on the Internet. Provide text that appeared with the photo.
Photo should be of high quality and follow photographic principles of composition. May be black and white or color as published or printed.
1. Storytelling ability: Does it contain all the elements necessary to tell the story? Are the elements in a logical relationship? Is it generally free of distracting or unnecessary elements? (30)
2. Appropriate captions and/or text: Do the caption and text provide orientation or cues as to how the picture is to be interpreted? Do they avoid repeating what is obvious from viewing the photo(s)? (15)
3. Photographic Quality: Are the photos clear and sharp and of a high technical quality? Are the photos well-composed? (30)
4. General Information with Submission:
   - Abstract: (5)
   - Audience targeted: (5)
   - Goals for entry: (5)
   - Need being addressed: (5)
   - Evaluation results: (5)

1-B Program/Event Press Release

Purpose: To inform people or attract people to an upcoming event. The advance story should include the 5-W's (who, what, when, why and where), show efforts to attract a new audience or signify the importance of the event.

Submit: Original story in pdf format and scanned copy of publication in pdf format or website link where published electronically. Entries do not need to be lengthy, but should be creative and clearly geared toward informing people about the upcoming event.

Judging Criteria:
1. Content: Are the answers to who, what, when, why and where presented in an interesting way? Does the lead sentence capture the readers' attention? (35)
2. Readability: Is the article written in short paragraphs, with short sentences and action words? Does the copy flow easily and logically? Have the rules of good writing, grammar and spelling been followed? (20)
3. Style: Does the copy go beyond the 5-W's and attract a new audience or point out the importance of the event? (20)
4. General Information with Submission:
   - Abstract: (5)
   - Audience targeted: (5)
   - Goals for entry: (5)
   - Need(s) being addressed: (5)
   - Evaluation results: (5)

1-C Follow Up News Story/ Press Release

Purpose: To summarize important educational points of a program or event.

Submit: Typed original story in pdf format and scanned copy of publication in pdf format or website link where published electronically.

Judging Criteria:
1. Content: Copy summarizes important educational points of program or event. Quotes the educational authority. (35)
2. Readability: Is the article written in short paragraphs, with short sentences and action words? Does the copy flow easily and logically? Have the rules of good writing, grammar and spelling been followed? (20)
3. Style: Does the copy provide information of importance or interest to readers? Does the article capture the audience's attention? (20)
4. General Information with Submission:
   - Abstract: (5)
   - Audience targeted: (5)
   - Goals for entry: (5)
   - Need(s) being addressed: (5)
   - Evaluation results: (5)

1-D Personal Column

Purpose: To develop a personal style of writing for any type of print or Internet media. It should contain pertinent, appropriate and credible information consistent with the writer's style.

Submit: An original copy of **three** different columns in pdf format and scanned copies of those same three columns of publication in pdf format or website link where published electronically.

Judging Criteria:
1. Content: Does the column contain useful, timely information? Does it provide enough details for the reader to be able to use the information or to tell the reader where to learn more? (25)

2. <u>Personalized Approach</u>: Is the column written in a conversational style? Does the writer make use of personal or local anecdotes to get their point across? (20)
3. <u>Creativity</u>: Does the writer show originality in choice of topics or presentation of material? Does the writer's personality come through in their writing? Does the lead paragraph hook the reader and make them want to continue reading? Is the column well-written? (15)
4. <u>Readability</u>: Is the writing well-organized with good paragraph transitions, generally short sentences, short paragraphs and easily understood terms? Is the writing free of spelling, grammar and punctuation errors? (15)
5. <u>General Information with Submission</u>:
   - <u>Abstract</u>: (5)
   - <u>Audience targeted</u>: (5)
   - <u>Goals for entry</u>: (5)
   - <u>Need(s) being addressed</u>: (5)
   - <u>Evaluation results</u>: (5)

1-E Periodical Publication (news article, magazine article, tabloids, including Internet publications)
<u>Purpose</u>: An information piece designed to inform, educate and make the reader respond.
<u>Submit</u>: Original story in pdf format and scanned copy of publication in pdf format or website link where published electronically.
<u>Judging Criteria</u>:
1. <u>Content</u>: Concise, yet includes essential information. Designed to make the reader respond. (30)
2. <u>Readability</u>: Well-written using correct grammar, spelling and sentence structure. (25)
3. <u>Style</u>: Attracts immediate interest. Holds the attention of the reader. (20)
4. <u>General Information with Submission</u>:
   - <u>Abstract</u>: (5)
   - <u>Audience targeted</u>: (5)
   - <u>Goals for entry</u>: (5)
   - <u>Need(s) being addressed</u>: (5)
   - <u>Evaluation results</u>: (5)

Recorded Interview

2-A Audio Interview (radio, podcasts, etc.)
2-B Video Interview (television, social media, etc.)

<u>Purpose</u>: Educational or worthwhile topic of dialogue between people that is considered timely.
<u>Submit</u>: Web link to an audio or video recording.
Up to 15 minutes of the recording will be reviewed. The applicant is responsible to make sure the web link works at the time of submission; broken links will not be judged. If the interview is longer than 15 minutes, specify which portion should be judged. Indicate air date, time(s) aired, and where program aired. Indicate what your role was during the interview.
<u>Judging Criteria</u>:
(Please send only one recording per entry and indicate which segment is the entry.)
1. <u>Content</u>: Does the program contain useful information? Was it timely? Will it interest a majority of the audience? Was information localized as appropriate? (30)
2. <u>Format</u>: Do opening remarks attract attention and arouse audience interest? Do topics follow one another in logical sequence? Does the information discussed flow smoothly and naturally? Is the closing friendly and direct? (15)
3. <u>Style</u>: Is the program engaging? Does the professional have enough variation in voice quality and mood to keep the show interesting? (20)

4. <u>Technical Quality</u>: Is the recording clear and free of noise, distortion, pops or crackles, is it equalized so that the bass and treble are well balanced, and are all audio sources mixed properly? (10)
5. <u>General Information with Submission</u>:
   - <u>Abstract</u>: (5)
   - <u>Audience targeted</u>: (5)
   - <u>Goals for entry</u>: (5)
   - <u>Need(s) being addressed</u>: (5)
   - <u>Evaluation results</u>: (5)

Instructional Audio and Video Presentation

3-A Instructional Audio (podcasts, self-produced radio spot, etc.)
3-B Instructional Video (YouTube, MediaSite, Facebook Live, etc.)

<u>Purpose</u>: A presentation that informs about a topic or how to do something. Identify a segment of 30 minutes or less produced for instructional purposes. Segment to be judged can be part of a longer program.
<u>Submit</u>: Provide link to the recording on YouTube or other similar website. Indicate your name and category. Upload a script in pdf format, if a prepared script was used. Up to 15 minutes of the recording will be reviewed. Please specify which 15 minutes you would like to have viewed.
<u>Judging Criteria</u>:
1. <u>Content</u>: Is the subject matter educational, presented clearly and concisely? Was there good reason for discussing the selected subject? Is it presented in a manner to accomplish the goals? (30)
2. <u>Format</u>: Do opening remarks attract attention of the audience and arouse their interest? Do the questions or topics discussed flow freely, in logical order and make a smooth transition? (10)
3. <u>Style</u>: Is the program engaging? Is the professional enthusiastic about the subject? Does the professional have enough variation in voice quality to keep the interest of the audience? (30)
4. <u>Quality of Visuals/Recordings</u>: Are the visuals and recording clear and sharp and of a high quality? Are they well-composed? (5)
5. <u>General Information with Submission</u>:
   - <u>Abstract</u>: (5)
   - <u>Audience targeted</u>: (5)
   - <u>Goals for entry</u>: (5)
   - <u>Need(s) being addressed</u>: (5)
   - <u>Evaluation results</u>: (5)

Note: In 2018, Instructional Presentations were changed from "Type of Medium" to "Instructional Audio" and "Instructional Video."

Exhibits

4-A Exhibit/Display
<u>Purpose</u>: To inform about a program or share educational information in a brief period of time. Exhibit or display should be a stand-alone educational piece. Example: Professional poster, fair booth display, camp display or marketing display.
<u>Submit</u>: Photos of the exhibit in jpeg format and/or supporting materials in pdf format that depict and explain the exhibit. May also include copies of any handout that accompanied the exhibit (e.g. flyer). Also required is a 50- to 100-word attachment citing the intended audience, program purpose and number reached.
<u>Judging Criteria</u>:
1. <u>Content</u>: Does it tell the intended story? Is the message conveyed? (30)

2. <u>Appearance</u>: Is exhibit neat, attractive? Are graphics and overall design current and of professional quality? Are principles of design evident in display? (30)
3. <u>Style</u>: Does the design flow through entire exhibit? (15)
4. <u>General Information with Submission</u>:
   - <u>Abstract</u>: (5)
   - <u>Audience targeted</u>: (5)
   - <u>Goals for entry</u>: (5)
   - <u>Need(s) being addressed</u>: (5)
   - <u>Evaluation results</u>: (5)

Note: Educational Exhibit and Promotional Exhibit were combined in 2018.

Newsletters

5-A Team (Team members include those who contributed to the creation of the newsletter and can include program and support staff)
5-B Individual
<u>Purpose</u>: To inform audience about one or more topic areas through a general or topic-specific newsletter.
<u>Submit</u>: **Two** different issues of the newsletter in pdf format.
<u>Judging Criteria</u>:
1. <u>Content</u>: Does the newsletter contain useful, timely information aimed at the intended audience? Is the information developed logically with good progression of thought? Does all content reinforce the newsletter objective? (25)
2. <u>Readability</u>: Is the newsletter written clearly and directly in active style? Have the rules of good writing, grammar and spelling been followed? Do titles and headings identify topics and attract the reader? (35)
3. <u>Appearance</u>: Are font and graphics (including masthead) readable? Are open spaces and margins, including paragraphs, used effectively?? Are illustrations, font size and arrangement appropriate? Do illustrations support the text? (15)
4. <u>General Information with Submission</u>:
   - <u>Abstract</u>: (5)
   - <u>Audience targeted</u>: (5)
   - <u>Goals for entry</u>: (5)
   - <u>Need(s) being addressed</u>: (5)
   - <u>Evaluation results</u>: (5)

Promotional Material

6-A Promotional Flyer
6-B Promotional Package – Individual
6-C Promotional Package – Team
<u>Purpose</u>: To advertise a program or event, or to alert the reader to an important current issue. Pieces should create awareness and call for action.
<u>For Promotional Flyer Submit</u>: Flyer as distributed in pdf format. Indicate audience and number distributed. Current OSU branding is required.
<u>For Promotional Package Submit</u>: Two or more pieces such as video, brochure, poster, bookmark, display (submit photo or slide of the display), tabloid, or any other combination of promotional pieces. Abstract must include cost of production and source of funding. Promotional package pieces are not limited to those in above categories. Submit any photos of the package or components of the package in jpeg format. Submit any supporting materials available in pdf format.

Promotional packages will be evaluated by judging each piece on the criteria appropriate for that item if submitted individually. If proper OSU branding is not followed, up to 25% will be deducted from the point total. The score will then be given a percentage weight depending on how many items the package includes, so that the total of all the pieces will be 65% of the score, 25% will be for the general information included with the submission (abstract-5%, audience targeted-5%, goals for entry-5%, need being addressed-5%, and evaluation results-5%) the remaining 10% will be evaluated on the following criteria:

1. Overall impact and effectiveness: Do all of the items in the package work to tell the story or promote the program?
2. Content: Does the cover or heading identify its purpose? Are the 5 W's (who, what, when, why, where) included?
3. Appearance: Does the flyer look interesting? Are photos and artwork pertinent to the text? Are they of good quality? Is the total layout effective?
4. Readability: Is the font readable? Is the text clear and direct? Does the flyer contain correct spelling, grammar, punctuation, and sentence structure?

Curriculum

7-A Educational Tool (single lesson, game, or stand-alone piece)
7-B Curriculum Package (entire set of lessons, etc.)
Purpose: To educate through accurate, concise information (research-based as applies) on a single subject. Curriculum package entries use educational tools from two or more of the following categories: audio/visual, written, exhibit, marketing tools or evaluation items.
Submit: For the educational tool, include a brief 100- to 200-word narrative to explain the tool. Upload the tool if possible, or photos that allow the judges to understand the tool. For the curriculum package, all components must be packaged together in one unit. Identify the two major components for score sheet consideration, although an overall assessment will also be made. Program must include a teaching plan or guidelines for use. If the package is a team effort, each team member must have made a substantial contribution to the concept and/or the total package. The curriculum must be submitted in an electronic format.
Judging Criteria:

1. Narrative/Description/Application: Is the application complete according to the rules, was the format followed, are the authors and roles outlined? Does the narrative succinctly describe the project? (5 pts)
2. Presentation/Appearance/Format: Points are awarded based on how the curriculum is presented consistently in regards to format, professionalism, and visual appeal. (15 pts)
3. Originality: Has this been done before? If so, state why this is an improvement and note the differences and improvements. Have parts of this been sourced from other authors? If so, note which are borrowed and include citations. (15 pts)
4. Usable/Reproducible: Can this be easily used in a different location by a different professional? Can this curriculum be taken and adapted for use or be shared in an easy-to-understand format? (20 pts)
5. Overall educational content: Describe the goals of this curriculum as it pertains to OSUE mission and goals. Is research and knowledge-based education part of this curriculum? Why is this curriculum needed? (20 pts)
6. General Information with Submission:
   - Abstract: (5)
   - Audience targeted: (5)
   - Goals for entry: (5)

- Need(s) being addressed: (5)
- Evaluation results: (5)

Publications

8-A Fact sheet
8-B Bulletins and monographs
8-C Project books
Purpose:
- **All** – Fact Sheet, Bulletin, Monograph – defined as an educational piece on a single subject.
  - A **fact sheet** provides information in a concise method (i.e. bulleted points, graphics, summary of the topic). A series of **fact sheets** that are part of a group or series can be judged as one entry.
  - A **bulletin** is a short piece of writing that gives an official statement or summary of news; a **monograph** is a scholarly piece of writing on a specific, often limited subject.
  - A **project book** is an educational publication on one or more subjects that is more extensive than a fact sheet (any publication that is more than four pages).
- Note in the award application if this was a revision and what new parts were contributed to this project.
- If a publication is a revision, include the original author on the award submission if they are currently with Extension. If they are no longer with Extension they should have credit in the original document.
Submit: One copy of the publication and information about the intended audience, purpose and number distributed. Current OSU Branding is required. Materials available in electronic format should be uploaded in pdf format. Active links to websites may also be used.
Judging Criteria:
1. Content: Does the title help the reader understand the content? Is information useful and timely? Is the information presented in a logical progression? Does it provide enough detail for the reader to be able to use the information or indicate where to learn more? (35)
2. Readability: Is the writing well-organized and clearly written, using correct sentence structure, spelling, and punctuation? Does it have simple sentences, short paragraphs, and easily understood terms? Is the language suitable for the audience for which it is intended? (30)
3. Design and Appearance: Does the format and design attract and hold the attention of the reader? Do illustrations support the information? Is the design appropriate for the audience? Is white space used effectively? Are subheads used to help organize the information? Is the reproduction clear and clean? (10)
4. General Information with Submission:
   - Abstract: (5)
   - Audience targeted: (5)
   - Goals for entry: (5)
   - Need(s) being addressed: (5)
   - Evaluation results: (5)

Note: If proper OSU branding is not followed, up to 25% will be deducted from the point total.

Electronic Media Communications

9-A Website
9-B Blogs
9-C Social Networking Medium
Purpose: To inform or educate audience about a particular subject matter or program area.

Submit: Abstract and URL address for the entry. Abstract should indicate the audience and purpose of the program. Person submitting should be the person primarily responsible for the content and design. Include page insights and overview such as: overall reach, number of likes, views, post, comments and engagements.

Judging Criteria:
1. Content: Is the subject matter appropriate to the audience? Is it in-depth, up-to-date, relevant and factual? Does the site offer sources for detailed information? (15)
2. Ease of Use: Are the menu choices clear? Is the page organized to speed retrieval of information? How many layers are required to acquire information? Is the page easy to understand? (15)
3. Search Capability: Does the page have search capability on keywords for desired information? (5)
4. Feedback: Is there a way to leave messages, interact or provide feedback about the information on the page? How often was information shared, questions answered, timeliness of response, etc.? (10)
5. Creativity: Is information shared in a unique or innovative way? (5)
6. Overall Appearance: Is there appropriate use of color and graphics? Is there a consistent look through the site? Is the page interesting? Does it have continuity? (20)
7. General Information with Submission:
   - Abstract: (5)
   - Audience targeted: (5)
   - Goals for entry: (5)
   - Need(s) being addressed: (5)
   - Evaluation results: (5)