

APPENDIX F:

CHAPTER REPORTER AWARDS

- A. The purpose of this award is to encourage chapter reporters to assume responsibility for communicating the goals, accomplishments, and needs of their agricultural education program and FFA chapter using various media and communication tools available to them. Reporters should consider messages that advocate for agriculture education, FFA, career and technical education. Additionally messaging that supports the chapter's Program of Activities in the areas of growing members, building communities and strengthening agriculture.
- B. The chapter reporter will develop an electronic portfolio based on the rubric provided. Documentation of physical items (such as printed newspaper/magazine articles) can be done via photograph and screenshots of online content for inclusion in the portfolio.
- C. the Reporter's book is meant to be a portfolio of the work they've done and overseen. In addition to their work, judges will be looking at the skills and knowledge gained by the Reporter during their term. This is captured on the rubric under "Communication Skills". Judges recognize that not everyone has equal access to having items picked up by the media and that some press releases are developed by others on the Chapter/Program. Students actively engaged in pushing out media releases by others about their program/chapter OR original content that was not used by the media outlet are encouraged to keep a log of submissions and include it in the portfolio to demonstrate their efforts.
- D. The secretary's book portfolio must be uploaded to the state FFA as either a PDF or Word document by the posted due date.
- E. Portfolio will be judged by a committee appointed by state staff.
- F. Treasurer books shall be ranked in numerical order, on basis of final score by each judge. The winner shall be the book whose total ranking is the lowest.
- G. If the lowest rank value is a tie, the tie-breaker will go to the submission with the greatest number of lowest ranks.
- H. The chapter reporter with the top book will be recognized at the Nevada FFA Convention.

State Agricultural Publications for Promotion of Chapter/Program Activities:

Visit their websites for contact information and publication schedules

- Nevada Rancher
- Nevada Farm Bureau Journal
- Progressive Rancher

Other:

- School District Career & Technical Education Newsletters

Nevada FFA Association – Reporter’s Book Rubric Chapter: _____ Judge’s Initials: _____

Criteria	3	2	1	0	Weight	Total
Cover Page, Table of Contents, Organization and Neatness	Book meets all of the following: -Title page (minimum of chapter name, reporter name, year) -Table of contents organized in logical manner (may be organized by media type, month or Program of Activities) with reference to appropriate page numbers -Includes appropriate page/section titles. -Appropriate display of content on page.	Book meets most of the following: -Title page (minimum of chapter name, reporter name, year) -Table of contents organized in logical manner (may be organized by media type, month or Program of Activities) with reference to appropriate page numbers -Includes appropriate page/section titles. -Appropriate display of content on page.	Book meets few of the following: -Title page (minimum of chapter name, reporter name, year) -Table of contents organized in logical manner (may be organized by media type, month or Program of Activities) with reference to appropriate page numbers -Includes appropriate page/section titles. -Appropriate display of content on page.	Not present	X 10	/30
Original Content for Non-Chapter Outlets Examples: Newspaper/Newsletter (school, local, online) Magazine Radio Television Websites	All articles/submissions (press releases, interviews, etc.) are clearly the work of the chapter Reporter and credit is given in the bylines if applicable. Articles focus on the chapter submitting the book. Documentation of online media includes hyperlinks or indicates if no longer available online.	Most articles/submissions (press releases, interviews, etc.) are clearly the work of the chapter Reporter and credit is given in the bylines if applicable. Articles focus on the chapter submitting the book. Documentation of online media includes hyperlinks or indicates if no longer available online.	Few articles/submissions (press releases, interviews, etc.) are clearly the work of the chapter Reporter and credit is given in the bylines if applicable. Articles focus on the chapter submitting the book. Documentation of online media includes hyperlinks or indicates if no longer available online.	Not Present	X 10	/30
FFA Chapter Newsletter -For which the Reporter serves as editor, but is not responsible for all content. -Newsletters may be in hard copy or electronic format. -Reporter can determine who the audience is (members, parents/ supporter, etc.)	Minimum of 2 chapter newsletters that meet the following: -Communicates properly to the intended audience -Content focused on chapter and member activities, not just a listing of announcements or “fun pages” (crosswords, word finds, etc.) -Font size, font selection, photo size and photo quality are appropriate to the newsletter format.	Minimum of 1 chapter newsletter that meets the following: -Communicates properly to the intended audience -Content focused on chapter and member activities, not just a listing of announcements or “fun pages” (crosswords, word finds, etc.) -Font size, font selection, photo size and photo quality are appropriate to the newsletter format.	Minimum of 1 chapter newsletter that meets 1-2 of the following: -Communicates properly to the intended audience -Content focused on chapter and member activities, not just a listing of announcements or “fun pages” (crosswords, word finds, etc.) -Font size, font selection, photo size and photo quality are appropriate to the newsletter format.	Not present	X 10	/30

Criteria	3	2	1	0	Weight	Total
FFA Chapter Website and/or Social Media Outlets -Content developed by the reporter to: promote, highlight or advocate -Not acceptable: General reminders, fun facts, award result summary listings.	12 or more web page images -Includes web link and dated during officer's term. -Content supports the FFA Vision: growing members, building communities & strengthening agriculture	6-11 web page images -Includes web link and dated during officer's term. -Content supports the FFA Vision: growing members, building communities & strengthening agriculture	1-5 web page images -Includes web link and dated during officer's term. -Content supports the FFA Vision: growing members, building communities & strengthening agriculture	Not present	X 10	/30
Communication Skills	All Articles/interviews/Editorial work show evidence of Reporter's writing, proofing, and/or public speaking ability. -No grammar or spelling errors -Appropriate content format for the type of media -May include log of items sent to media that were not published and must include name of media outlet, article topic, and date submitted by Reporter.	Most Articles/interviews show evidence of Reporter's writing and public speaking ability. -No grammar or spelling errors -Appropriate format for the type of media -May include log of items sent to media that were not published and must include name of media outlet, article topic, and date submitted by Reporter.	Few Articles/interviews show evidence of Reporter's writing and public speaking ability. -No grammar or spelling errors -Appropriate format for the type of media -May include log of items sent to media that were not published and must include name of media outlet, article topic, and date submitted by Reporter.	Not Present	X 20	/60
Judge's Comments/Feedback: _____ Judge's Rank: _____						/180