

GET THE WORD OUT

Get the Word Out, an individual or team state competitive event, recognizes participants who research a Family and Consumer Sciences topic and create a media kit that a community specialist, teacher, peer educator or speaker could use to present seminars, presentations, and workshops to get the word out about the topic. Participants will demonstrate understanding of the chosen topic by preparing a media kit and oral presentation.

CAREER CLUSTER/ PATHWAY

- ◆ Human Services, Government and Public Relations

EVENT CATEGORIES

Junior: through grade 9

Senior: grades 10—12

Occupational: grades 10 – 12

EVENT PROCEDURE & TIME REQUIREMENTS

1. Participants will attend a required Orientation Meeting at a time and place designated prior to the event.
2. Participants will have 10 minutes to setup the event. Other persons may not assist.
3. Evaluators will have 10 minutes to preview the media kit before the presentation begins, during the participant setup time.
4. The oral presentation may be up to 5 minutes. A one-minute warning will be given at the 4 minute mark. Participants will be stopped at 5 minutes. The total presentation may not be pre-recorded.
5. If audio or audiovisual recordings are used, they are limited to 1 minute playing time during the presentation. Visual equipment, with no audio, may be used during the entire presentation.
6. Following the presentation, evaluators will have 5 minutes to interview participants.
Evaluators will have up 5 minutes to use the rubric to score and write comments for participants. Media kit will be returned to the participants at the end of scoring.

GENERAL INFORMATION							
Individual or Team Event	Prepare Ahead of Time	Event Setup Time	Evaluator Review Time	Maximum Oral Presentation Time	Evaluation Interview Time	Electrical Access	Total Time
Individual or Team	Media Kit, Oral Presentation	10 minutes	10 minutes, prior to presentation	5 minutes	5 minutes	None	25 minutes

PRESENTATION ELEMENTS ALLOWED									
Audio	Costumes/Uniforms	Easel(s)	File Folder	Flip Chart(s)	Portfolio	Props/Pointers	Skits	Visual Equipment	Visuals
X	X	X		X	X	X	X	X	X

MEDIA KIT

The media kit is a collection of materials placed in the order listed below. Materials must be contained in a three holed braded folder with pockets with a label in the top right hand corner that includes Project Title, Participants' Names and Chapter. All materials must fit within the cover and be one-sided.

Project Identification Page	One 8 ½" x 11" page on plain paper, with no graphics or decorations; must include participant's name(s), chapter name, school, city, state, FCCLA national region, and project title.
FCCLA Planning Process Summary Page	One 8 ½" x 11" summary page of how each step of the planning process was used to plan and implement the project; use of the Planning Process may also be described in the oral presentation.
Fact Sheet	One 8 ½" x 11" page that is original work and reproducible. This should include researched facts about the topic and the relationship of the topic to FACS education. Fact citations should relate to Works Cited page.
Community Resource Aide	Use MLA or APA citation style to cite 3-5 references that are used to compile the fact sheet. Resources should be reliable and within the last five years.
Public Relations Components	One 8 ½" x 11" page including seven available community resources about the chosen topic that a person could access if they needed more information. Each should be accompanied with an abstract of how the resource is beneficial to the community and support of the topic. Possible resources might include, but are not limited to hotlines, websites, community agencies, or online videos.
Works Cited/Bibliography	From each of the 3 public relations components, include one option. See checklist and additional requirements for each of the possible components.

PUBLIC RELATIONS COMPONENT

Choose 1 component from each of the categories below. All work must be the participants' original work with evidence of each chosen component included in media kit. The PR Checklist must be included in the media kit.

Community Outreach	
Community Awareness	List one method in which participants could create a greater awareness within their school and/or community through use of this media kit. Provide a detailed description, in 100 words or less, a community involvement or service project that recipients of this media kit could utilize to create a greater awareness within their community or school.
A Booth Giveaway	Create a customized, promotional object to be given to the audience. Suggestions include, but are not limited to pens, buttons, or magnets.
Technology Presentation	Include an informational presentation, such as PowerPoint, Prezi, or Animoto, that repeats itself and could be utilized for community outreach.
Engagement Activity	Develop a hands-on teaching activity that increases audience knowledge and awareness of the chosen topic.
Media Campaign	
Radio Advertisement	Create a script for a 30-45 second advertisement to be aired during a radio broadcast.
Newspaper Article	Write a 300-500 word newspaper article that increases community awareness of the topic and could be printed in a daily or weekly newspaper.
Media Advertisement	Develop a full page (8 ½" x 11) advertisement that displays the topic and creates awareness.
TV Commercial	Create a script (with actions, dialogue and costumes) for a 30-45 second television commercial that showcases the topic.
Original Song Lyrics	Write an original song about your chosen topic and include the lyrics in the media kit.

Online Tools	
Website	Design a website using a program of your choice that showcases your topic and provides additional information to the audience.
Blog	Using an online blog site, create a location for interactive dialogue to occur, and provide at least two entries (at least one paragraph each).
Twitter Page	Develop a twitter plan which includes at least 10 potential entries that could be posted about your topic.
Social Media Page	On a social media site, design a page that increases awareness about your topic, provides facts and additional resources. Such sites might include but are not limited to Facebook, Vine, Glogster, or LinkedIn.
Webinar	Develop a script that would be used to create a 5 minute recorded video presentation about your topic, which could then be distributed via the Internet.
Mobile Device Application or Button	Create a prospective application or button that could potentially be downloaded by a mobile device users. Include the graphics/design that would appear for users to download along with the categories of information that could be accessed through this application or button.

ORAL PRESENTATION

The oral presentation may be up to five minutes in length and is delivered to the evaluators. Evaluators will ask questions following the presentation.

Organization/ Delivery	Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize outfits.
Content Knowledge	Show evidence of Family and Consumer Sciences and advocacy skills.
Use of Media Kit	Effectively uses media kit to enhance presentation.
Voice	Speak with appropriate force, pitch, and articulation.
Body Language/ Clothing Choice	Use appropriate body language including gestures, posture, and mannerisms. Wear clothing that follows the conference dress code.
Grammar/ Word Usage/ Pronunciation	Use proper grammar, word usage, and pronunciation.
Response to Questions	Provide clear and concise answers to evaluators' questions regarding the project, asked after the presentation.

PUBLIC RELATIONS CHECKLIST

Name of Participant(s) _____
 Chapter _____ Category _____

Instructions: Each participant's project must represent 1 component from each category listed below. This checklist must be included in the media kit. If participants check more than one component from each category, the participant must indicate which 1 component from each category will be evaluated.

Community Outreach	
<i>Community Awareness</i>	<input type="checkbox"/>
<i>A Booth Giveaway</i>	<input type="checkbox"/>
<i>Technology Presentation</i>	<input type="checkbox"/>
<i>Engagement Activity</i>	<input type="checkbox"/>

Media Campaign	
<i>Radio Advertisement</i>	<input type="checkbox"/>
<i>Newspaper Article</i>	<input type="checkbox"/>
<i>Media Advertisement</i>	<input type="checkbox"/>
<i>TV Commercial</i>	<input type="checkbox"/>
<i>Original Song Lyrics</i>	<input type="checkbox"/>

Online Tools	
<i>Website</i>	<input type="checkbox"/>
<i>Blog</i>	<input type="checkbox"/>
<i>Twitter Page</i>	<input type="checkbox"/>
<i>Social Media Page</i>	<input type="checkbox"/>
<i>Webinar</i>	<input type="checkbox"/>
<i>Mobile Device Application or Button</i>	<input type="checkbox"/>

GET THE WORD OUT POINT SUMMARY FORM ---

Name of Participant(s) _____
 Chapter _____ State _____ Team # _____ Group # _____ Category _____

DIRECTIONS

1. Make sure all information at top is correct. If the participant does not show, please write "No Show" across the top and return with other forms.
2. At the conclusion of scoring, verify evaluator scores and fill in information below. Calculate the final score and ask for evaluators' verification. Place this form in front of the completed rubrics and paper clip all items related to the participant together. Please do **NOT** staple.
3. At the end of competition in the room, double check all scores, names, and team numbers to ensure accuracy.
4. Please check with the Event Consultant or Colorado FCCLA Staff if there are any questions regarding the evaluation process.

Event Consultant Check			Points
Orientation <i>0 or 2 points</i>	0 Did not attend	1 Attended orientation	
Punctuality <i>0 or 1 point</i>	0 Participant was late for presentation	1 Participant was on time for presentation	
Media Kit <i>0 or 2 point</i>	0 Media kit is not in order or does not meet requirements	1 Media kit is in order but does not meet requirements	2 Media kit is in order and meets requirements

EVALUATORS' SCORES

Evaluator 1 _____ Initials _____

Evaluator 2 _____ Initials _____

Evaluator 3 _____ Initials _____

Total Score _____ divided by number of evaluators

_____ = **Average Evaluator Score**

Event Consultant Total
(5 points possible)

Average Evaluator Score
(95 points possible)

Final Score
(Average Evaluator Score plus
Room Consultant Total)

VERIFICATION OF FINAL SCORE AND RATING

Evaluator 1 _____ Evaluator 2 _____ Evaluator 3 _____

Event Consultant _____

Circle rating achieved: Gold 90-100 points Silver 70-89.99 points Bronze 1-69.99 points

GET THE WORD OUT RUBRIC

Name of Participant(s) _____
 Chapter _____ State _____ Team # _____ Group # _____ Category _____

Media Kit: Required Elements							Points
FCCLA Planning Process Summary Page <i>0-5 points</i>	0 Planning Process Summary not provided	1 Inadequate steps in the Planning Process are presented	2 All Planning Process steps are presented but not summarized	3 All Planning steps are summarized	4 Evidence that Planning Process was used to plan project	5 The Planning Process is used to plan the project. Each step is fully explained	
	0-1 Information lacking credibility/ not explained; not related to FACS courses	2-3 Some research done but incomplete information. Some relation to FACS courses	4-5 Research is current but from unreliable sources. Relation to FACS courses	6-7 Information is credible and appropriate; Relation to FACS courses	8-9 Information is credible, current, and documented; related to FACS courses	10 Information is credible and documented by several sources; directly related to FACS courses	
Work Cited/ Bibliography <i>0-2 points</i>	0 Work Cited / Bibliography is missing		1 Incomplete list of resources, resources older than five years or not appropriate for Media Kit		2 Resources are complete, in consistent format, and current within the last five years		
Community Resource Aide <i>0-5 points</i>	0 Community resource aide is missing	1 Aide has less than 2 resources; abstracts are not included	2 Aide includes less than 7 resources; abstracts are not included for all resources	3-4 Aide has required 7 resources; abstracts are present but not concise summaries	5 Aide has 7 resources that show scope and variety; abstracts are concise		
	0 No evidence of creativity; Media kit is unorganized; checklist is not included in folder	1-2 Little evidence of creativity; media kit is neat, with several grammar and spelling errors	3-4 Evidence of creativity; Media kit is neat, legible, minimal grammar and spelling errors; checklist is included before public relations components		5 Highly creative and innovative. Media Kit is neat and professional, correct grammar and spelling used. Effective organization		
Media Kit: Public Relations Components							Points
Community Outreach <i>0-10 points</i>	0 No evidence provided	1-2 Limited evidence regarding community outreach	3-4 Some evidence of community outreach	5-6 Contains evidence of community outreach	7-8 Contains evidence of community outreach- but not explained very well	9-10 Appropriate materials, creative, innovative, of high quality, explained well	
	0 No evidence provided	1-2 Incomplete sample of materials produced	3-4 Sample of materials produced	5-6 Sample of material produced but no hard copy	7-8 Sample of material produced, hard copy not complete	9-10 Sample of material produced, hard copy complete	
Online Tools <i>0-10 points</i>	0 Technology was not used	1-2 Technology used, but not explained	3-4 Technology used but limited explanation	5-6 Technology used and explained	7-8 Technology used, explained but no hard copy provided	9-10 Technology Evident, materials are explained, hard copies are provided	

Oral Presentation							Points
Organization and Delivery <i>0-10 points</i>	0 Presentation is not done and doesn't cover elements	1-2 Presentation covers some topic elements	3-4 Covers all topic elements with minimal information	5-6 Presentation covers all topic elements but does not explain project well	7-8 Presentation covers elements well but does not flow well	9-10 Presentation covers all information well and the presentation flows seamlessly and with logical delivery	
	0-1 No knowledge exhibited	2 Minimal knowledge exhibited	3 Some evidence of knowledge. Knowledge is evident but not included	4 Knowledge is evident and shared minimally throughout presentation	5 Knowledge is evident and shared extensively in presentation		
Knowledge of Media Kit <i>0-5 points</i>	0 Media Kit is not used during presentation	1 Media Kit is used a limited amount of speaking time	2 Media Kit is used during presentation	3-4 Media Kit is used extensively during presentation	5 Presentation moves seamlessly between media kit and oral presentation		
	0 No voice qualities are used effectively	1-2 Some voice qualities are used in presentation	3-4 Voice quality is adequate.	5 Voice quality is pleasing and easy to listen to			
Use of Media Kit <i>0-5 points</i>	0 Shows nervousness and inappropriate clothing choice	1-2 Body language shows nervousness and/or clothing choices detract from presentation	3-4 Body language shows minimal nervousness and appropriate clothing choices	5 Body language and clothing choice enhance presentation			
	0 Extensive errors; more than 5 errors	1 Some (3-4) errors	2 Few (1-2) errors	3 Presentation has no grammar or pronunciation errors			
Voice <i>0-5 points</i>	0 Did not answer evaluator's questions	1 Unable to answer some questions	2 Responded to questions but with some inaccuracy or unease	3 Responded adequately to all questions	4-5 Responses to questions were appropriate and given without hesitation		
	0 Extensive errors; more than 5 errors	1 Some (3-4) errors	2 Few (1-2) errors	3 Presentation has no grammar or pronunciation errors			
Body Language and Clothing Choice <i>0-5 points</i>	0 Did not answer evaluator's questions	1 Unable to answer some questions	2 Responded to questions but with some inaccuracy or unease	3 Responded adequately to all questions	4-5 Responses to questions were appropriate and given without hesitation		
	0 Extensive errors; more than 5 errors	1 Some (3-4) errors	2 Few (1-2) errors	3 Presentation has no grammar or pronunciation errors			
Grammar/ Word Choice/ Pronunciation <i>0-3 points</i>	0 Did not answer evaluator's questions	1 Unable to answer some questions	2 Responded to questions but with some inaccuracy or unease	3 Responded adequately to all questions	4-5 Responses to questions were appropriate and given without hesitation		
	0 Did not answer evaluator's questions	1 Unable to answer some questions	2 Responded to questions but with some inaccuracy or unease	3 Responded adequately to all questions	4-5 Responses to questions were appropriate and given without hesitation		
Response to evaluator's questions <i>0-5 points</i>	0 Did not answer evaluator's questions	1 Unable to answer some questions	2 Responded to questions but with some inaccuracy or unease	3 Responded adequately to all questions	4-5 Responses to questions were appropriate and given without hesitation		
	0 Did not answer evaluator's questions	1 Unable to answer some questions	2 Responded to questions but with some inaccuracy or unease	3 Responded adequately to all questions	4-5 Responses to questions were appropriate and given without hesitation		

Additional Comments:

Total Score (Maximum 95):

Final Score:

Evaluator # _____

Evaluator Initial _____

Consultant Initial _____