

Washington Ag in the Classroom (WAIC) Commercial

Three Categories: Grades 2-3 Grades 4-6 Grades 7-11

First place in each category will receive \$40.

Second and third place will receive \$25 and \$15, respectively.

Prizes will be awarded in three categories, IF minimum points have been met in each category and in grand total.

scoring

Commercial is 30 to 60 seconds long

5 _____
minimum 5 for prize

The theme is apparent to viewers and valid reasons are shown, explained, sung, signed, etc.

40 _____
minimum 30 for prize

Commercial words are well expressed and are clearly understandable.

25 _____
minimum 18 for prize

Well-written script using interactions between people and/or animals (music/background sound is okay, if it enhances the commercial)

20 _____
minimum 15 for prize

Written words shown in commercial help promote the goal, are correctly spelled, and are large enough to be easily read

10 _____
minimum 7 for prize

TOTAL

100
minimum 75 points total