

**NETA Awards  
Judges Scoring Criteria**

**Content/Independent Production/Overall Excellence in Content**

**Craft**

1. Is there a demonstrated excellence of craft shown?
2. Craft includes overall production quality (sound, photography, graphics, lighting, etc.)

**Impact**

1. Does the story leave you wanting to explore, learn, connect, attend or research more about the topic covered?
2. Does the story change or influence your perspective about the topic covered?

**Innovation**

1. Is this project or content innovative, original, and/or captivating? How much thought was behind the project or content? Was it ordinary or did it stand out?
2. NETA Award winners utilize a high level of innovation, creativity and original concepts to excel. Please focus on the projects or contents components of design, content creation, use of technology, writing, editing and use of new ideas.

**Editing**

1. Did the editing, music, and use of images or video support the overall story? Did it add to or distract from the viewability?

**Structure**

1. Does the content have good structure throughout? Is the program tight? (Not too long for the concept/story)
2. Does the content flow in a logical way?

**Storytelling**

1. Does the program feature rich and vibrant storytelling that engages, entertains, or provokes the viewer?
2. Does the program have a clear and unique storyline?

**Relevance**

1. Does the project have relevance?
2. Is it connected to the community it is intended to serve?
3. Is there evidence of a local relevant connection to the project?

**Appeal**

1. How good is the appeal of the project?
2. Do you feel a connection or a desire to learn more?

**Visual Design**

1. How good is the overall visual design of the project?
2. Good visual design is high quality, appropriate, and relevant for the audience and the message it is supporting. It communicates a visual experience and may even take your breath away.

**Execution**

1. How well is the piece executed in the medium used?
2. Do the production values enhance the message?

**Diversity**

1. Does the entry demonstrate an organizational commitment to diversity and inclusion?

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**Marketing/Communications & Overall Excellence in Marketing/Communications**

**Creativity**

1. Is the entry creative?
2. Judging the creativity of an entry focuses on a number of elements including content, design, technological innovation, originality and the unique nature of the underlying idea. A creative marketing spot or campaign includes good writing, the right music and relevant use of video or photography.

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**Brand Integration**

1. How well does the brand integrate into the project?
2. When rating Brand Integration, consider the following: Is the brand easily recognizable in this piece of work? Does the content further the brand's identity? Is the content and brand a great match, or could the same idea be applied to any brand? Does the presence of the brand seem heavy-handed, or does it strike a balance?

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**Education/Overall Excellence in Education**

**Learning Skills**

1. Does this project apply or reinforce 21st century learning skills?
2. 21st Century skills are 12 abilities that today's students need to succeed in their careers during the Information Age.
3. 21st Century skills are:
  - a) Critical thinking
  - b) Creativity
  - c) Collaboration
  - d) Communication
  - e) Information Literacy
  - f) Media Literacy
  - g) Technology Literacy
  - h) Flexibility
  - i) Leadership
  - j) Initiative
  - k) Productivity
  - l) Social Skills

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**Impact**

1. Did the project or activity make a difference in the local community?

**Relevance**

1. Does the project have relevance?
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**Community Engagement/Overall Excellence in Community Engagement**

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**Diversity**

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