

2015 Texas FFA  
 Agricultural Communications CDE Scorecard  
 Writer Practicum  
 Press Release

Name: \_\_\_\_\_

Chapter: \_\_\_\_\_

	Possible Score	Member Score
Lead/Focus	15	
Follows typical press release format <ul style="list-style-type: none"> <li>• Contact info, release date, heading, dateline</li> <li>• Boilerplate</li> <li>• Page ending (more and 30 or ###)</li> </ul>	15	
Accuracy of information and quotes	10	
Correct Style (AP)	10	
Company information present	10	
Header/Headline	10	
Grammar, spelling, punctuation and word choice	10	
Organization and format	10	
Clarity and conciseness	10	
<b>Total Possible</b>	<b>100</b>	