

SAFER Contest Judging Rubric



Judge's Name: _____

Project: _____

Category	Guiding Questions	Max. Points	Criteria	Score Given
Impact (60 points total)				
Audience Reached	How many drivers were exposed to the campaign? Did the project actively engage the target audience?	15	1-5: Minimal audience reach with limited engagement. 6-10: Moderate audience reach; some engagement but could be expanded. 11-15: Extensive audience reach with strong engagement.	
Clarity of Message	How clearly did the campaign communicate the importance of farm equipment safety on roadways? Was the message easy to understand?	15	1-5: Message lacks clarity; may be confusing or incomplete. 6-10: Message is understandable but could be clearer. 11-15: Message is exceptionally clear and effectively conveys the importance of road safety.	
Effectiveness of Message	Did the message resonate with the target audience? Did it encourage safer behavior or raise awareness effectively?	15	1-5: Message is weak, lacks impact and does not encourage action. 6-10: Message is somewhat effective but may need more emphasis or call to action. 11-15: Message strongly resonates and prompts action or behavioral change.	
Creativity & Innovation	Was the campaign unique, engaging and original in delivering its message?	15	1-5: Traditional or generic approach with minimal creativity. 6-10: Moderately creative; some unique elements but not fully innovative. 11-15: Highly creative, innovative and engaging in delivering the message.	
Collaboration with Community (20 points total)				
Engagement with Other Groups	Did the campaign collaborate with community organizations (FFA, 4-H, schools, law enforcement)?	10	1-3: Minimal collaboration; few or no external partners. 4-7: Some collaboration with organizations, but engagement was limited. 8-10: Strong, meaningful collaboration with multiple groups that enhanced campaign reach.	
Depth of Collaboration	How actively were partners involved in executing and promoting the campaign? Did they contribute significantly?	10	1-3: Partners had little or no active role beyond basic support. 4-7: Partners contributed but did not take an active role. 8-10: Partners were deeply involved and played a crucial role in the campaign.	

Collaboration with Farm Bureau (20 points total)				
Use of Farm Bureau Resources	Did the campaign incorporate resources from county Farm Bureaus, Virginia Farm Bureau or American Farm Bureau?	10	1-3: Minimal or no use of Farm Bureau resources. 4-7: Some Farm Bureau resources used but could be better integrated. 8-10: Strong utilization of Farm Bureau resources to enhance campaign effectiveness.	
Farm Bureau Promotion	Did the campaign help promote the mission and visibility of Farm Bureau?	10	1-3: Minimal promotion of Farm Bureau. 4-7: Some promotion, but opportunities to highlight Farm Bureau further. 8-10: Farm Bureau was effectively promoted as a key partner and resource.	
Total Points:				
Media Campaign	(For Best Media Campaign category only)			
Graphics Created	Were the graphics clear, professional and effective in delivering the safety message?	20	1-7: Graphics lack clarity or professionalism; message is unclear. 8-14: Graphics are somewhat clear but could be improved in effectiveness. 15-20: High-quality, visually appealing graphics that clearly communicate the message.	
Video Content	Were the videos engaging, high-quality and relevant?	20	1-7: Videos are low quality or do not effectively communicate the message. 8-14: Videos are moderately engaging but could be improved. 15-20: Professional, well-produced videos that effectively convey the message.	
Distribution of Content	How well was content shared across social media, websites or public platforms?	20	1-7: Limited distribution with low reach. 8-14: Moderate distribution; some reach but room for improvement. 15-20: Strong, well-planned distribution across multiple platforms, maximizing impact.	
Traditional Media Use	Did the campaign effectively use print, radio, TV or podcasts?	20	1-7: Minimal traditional media coverage. 8-14: Some use of traditional media but not maximized. 15-20: Strong use of traditional media with significant coverage and impact.	
Creativity & Uniqueness	Did the campaign present its media in an innovative way?	20	1-7: Basic approach with little innovation. 8-14: Some creative elements but could be more unique. 15-20: Highly creative, unique approach that stands out.	
Total Points:				