

becky.koch@ndsu.edu  
To: <pamelmar@nmsu.edu>  
Cc: <holly.young@unh.edu>  
Reply-To: <becky.koch@ndsu.edu>  
Your ACE C&A Critique

March 24, 2013 2:34 PM

Dear Pamela,

I am pleased to inform you that your C&A entry "3 Dimension Thinking" (2013-0603) has been critiqued and is this year's bronze award winner in Class 45 - Electronic media, video, for targeted publics. Congratulations!

We hope you'll be able to attend the ACE/NETC conference June 11-14 in Indianapolis to accept your award in person and to bring samples of your work or a display to share with others. Conference registration will be out soon, but learn more now at <http://www.dce.k-state.edu/conf/ace-netc/>.

Reviewer comments are below. Please contact me at becky.koch@ndsu.edu if you have questions. Thank you for submitting your work to ACE C&A.

Best regards,

Holly Young, ACE Interim Executive Director, and Becky Koch, ACE President-elect

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REVIEWER COMMENTS:  
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Reviewer #1:

1. Entries in this category must target a special public "with respect to age, class, ethnicity, gender, physical and mental ability, race, sexual orientation, spiritual practice, and other human differences" (Pathway to Diversity: A Strategic Plan for th Attracting under served audiences to soil science

2. Judge:  
Kathy Lechman

3. Planning  
Score: (Possible 35)  
Lot of information included. 32

4. Quality of materials and message  
Score: (Possible 35)  
This was not a very engaging piece, is there a way to make it interactive instead of just talking and watching? Also is it possible to produce with a variety of races and ethnicities? 32

5. Evaluation  
Score: (Possible 30)  
27

6. Total:  
Award: Bronze  
91

7. Judge's comments:  
See comments above.