

# 2023 Communication Awards

## **PURPOSE:**

The Communication Awards are for gathering information and sharing with fellow member fairs.

## **OBJECTIVES:**

- Strengthen agricultural education and awareness programs.
- Identify ways to be of service to exhibitors, the fair-going public and agriculture industry.
- Recognize fairs which excel in agriculture programming and promotion.

## **HOW TO ENTER:**

All entry forms must be submitted to [katiweko@yahoo.com](mailto:katiweko@yahoo.com) no later than October 22, 2023.

Please read the following rules and the category submittal forms carefully.

## **DEADLINE:**

All entries must be pre-entered by October 22, 2023. Entries will be received in person on Friday, October 27<sup>th</sup> from 10:00 AM – 5:00 PM at convention.

## **GUIDELINES:**

1. Entries in all the categories are a result of your 2023 fair season.
2. Each entry must be original concept or program of the fair submitting the entry.
3. Each fair may submit only 1 entry per category (unless otherwise noted). A specific program/event/theme/exhibit may only be submitted in one category.
4. Entries must be submitted using the appropriate category formats.

## **DIVISIONS: (Based on 2023 reported Fair attendance)**

1. Fairs with an attendance of up to 30,000
2. Fairs with an attendance of 30,001 - 75,000
3. Fairs with an attendance of 75,001 – and above

## **CATEGORIES:**

- 1 Newspaper/Magazine Advertisement
- 2 Poster Advertisements
- 3 Promotional Advertising
- 4 Printed Promotional Material

- 5 Advertising Specialties/Merchandise
- 6 Promotion Event
- 7 Premium Book
- 8 Photo series:
- 9 Scrapbook
- 10 Shoe Box Float – “Back to the beach “ THEME or directly related to your fair's theme
- 11 Successful Non-Fair Event at your Facility produced or co-produced with staff:
- 12 Social Media:
- 13 Sponsorship Innovation:
- 14 Newly established or evolving program/exhibit at your fair which promotes agriculture or a current agricultural issue to the fair-going public:
- 15 Agriculture Individual Photo: Livestock
- 16 Agriculture Individual Photo: Horticulture/Crops:
- 17 Agriculture Individual Photo: event:
- 18 Agriculture Individual Photo: Ag Education (4-H/FFA):
- 19 Agriculture Individual Photo: Misc.:
- 20: Video presentation

## JUDGING:

All categories will use the following criteria while ranking entries:

1. Theme or Goal
2. Promotion of Agriculture
3. Goal Achievement, Participant Reaction
4. Originality
5. Overall Achievement

Entries must be received by October 27<sup>th</sup> 5:00 PM. All entries will be judged Saturday, October 28<sup>th</sup> by noon using the criteria outlined and an evaluation scoring form. Entries in noncompliance with specific instructions and/or entries not meeting minimal standards will be reflected in judges' final scores and placing or may be disqualified. The judges reserve the right to move entries to more appropriate categories if deemed necessary.

## AWARDS:

First place winners will receive a certificate and a ribbon; 2nd and 3rd place winners receive ribbons.