



INAFPE COMMUNICATION AWARDS PROGRAM 2011 ~CONTEST RULES~

Purpose

To provide recognition for those fairs that are utilizing advertising and publicity programs, and allow others to gain new ideas to promote their fairs.

Entry forms

All fairs entering the contest must complete an Official Entry form. Entry deadline is **November 21, 2010**. Please attach one entry form along with each entry in the categories you are entering.

Awards

1st to 5th place ribbons will be awarded to the recipients in each category and class. Points will be awarded as follows for each category:

1st = 6 points.

2nd = 5 points.

3rd = 4 points.

4th = 3 points.

5th = 2 points.

Best of Show recognition shall be presented to the fair or festival scoring the highest total points of all the categories combined. Each fair will receive a recognition ribbon for completing one category. A Fair or Festival can only be recognized as a Best of Show winner for two consecutive years and then not be eligible for consideration the next year. Entries can still be entered for individual category awards.

Judging

Members of the Communication Awards committee, as well as other qualified individuals will judge the entries. Judging will take place prior to the January 2011 INAFFE convention.

Entries in the Printed Promotional and Photo Album categories will be judged with the following criteria:

- motivational
- audience and media used
- informative
- indicative of creative excellence
- appropriate to activities
- utilizing a central theme
- indicative of production excellence.

Entries in the Fair Photo and Fair Related Photo Series will be judged with the following criteria:

- diversity
- general appeal
- originality
- creativity
- quality and composition of photo(s) may be considered.

CATEGORIES

You may enter one item in each of the four available categories.

1. PRINTED PROMOTIONAL MATERIAL (Single or Multiple Pages)

Limit 1 piece. Must be an item intended for distribution to the general public, free of charge. Must be directly related to the actual fair. Must be mounted as outlined. Examples: program; fairgrounds map; placemats; fair schedule; bumper stickers; etc. The fair should not enter

the same item as they did the previous year. Attach a copy of the official entry form on the back of the board.

Mounting

Entry must be mounted on single, black, 14" x 22" foam core board with no additional border or trim. Oversized items must be folded to fit on the board in the manner that allows viewing of the entire entry. The use of a paper or plastic sleeve or pocket made of the black poster board securely mounted on the board to hold the removable, folded entry is recommended. No added fair logos, identifying marks, any type of explanation of entered piece, or any other information can be added to the board. Only the item to be judged should be mounted. On the back of the board attach a copy of the official entry form.

2. PHOTO ALBUM

Limit 1 photo album per fair or festival. A maximum of 40 photos will be allowed per album. Each photo should have a description of approximately 30 words explaining not only the picture, but the relationship to your fair or festival. Include a copy of the official entry form in the album. A minimum of 2 photos per category must be included; however, there is no maximum number per category. The goal is to showcase your fair or festival and its activities. Stickers and colorful paper to enhance your photos may be used. No newspaper articles will be allowed. Use a photo event only once. Photos of different animal species may be used, but you may not use a photo of the same species more than once. Size of photos can be any size, but no larger than 5"x7".

The album should contain only the following categories:

- | | |
|----------------------------------|---------------------------|
| 1. Professional Board Activities | 2. Grounds and Facilities |
| 3. Organizational Activities | 4. Media/Public Relations |
| 5. Educational Activities | 6. Program Activities |
| 7. Youth Activities | |

Listed below are some general examples of ideas for your album categories: (Please remember that these are just examples of ideas to get new fairs or festivals started. It is not meant to be an absolute rule that your album must follow)

- **~Professional Board Activities**—Members at events like the Conventions, district meetings, or publicly speaking to another Group.
- **~Grounds and Facilities** – New buildings, barns, track areas, or overhead pictures.
- **~Organizational Activities** – Cooperative extension, volunteers, reserves, firefighters, or community businesses.
- **~Media/Public Relations** – Newspaper, radio, TV, as well as coverage received as a result of public relations.
- **~Educational Activities** – Any educational event like judging, extension lessons, tours, games, or home and family art lessons.
- **~Program Activities** – Events that are planned during your fair or festival.
- **~Youth Activities** – All 4-H activities, youth events, fun day, or anything that features youth.

3. FAIR PHOTO

Submit one photo depicting a scene from the fair. (Examples: child with animal, horticulture exhibit, operation of antique farm machinery, FFA or 4-H exhibitors....) Limit 1 entry.

4. FAIR RELATED PHOTO SERIES

Submit a minimum of three photos and a maximum of five photos depicting a series of fair related scenes taken during the fair, mounted on a single board. These photos should be a sequence of photos which tell a story. (Example: photo 1- fitting an animal for show, photo 2- showing the animal, photo 3- exhibitor with animal and prize) use your

imagination, there are many photo opportunities during the fair! Limit 1 entry.

Mounting

Mounting for the categories 3 and 4 are as follows:

All photo(s) must be mounted on a single, black, 14" x 22" foam core board. Foam core board should be protected with a plastic poster sleeve for protection. No saran wrap should be used. Captions are optional, and must be limited to 10 words per photo. The name of the Fair or Festival should appear on the front of the entry. The intent of these rules does not require professional mounting. All photos must be at least 4" x 6" in size and no more than 8" x 10". Entries will be displayed during the convention. If photos entered are digital, please attach a CD with the digital photos used, or the negative used, to the back of the foam core board with the official entry form. All winning photos will become the property of the INAFFE.