

COUNTY FARM BUREAU INFORMATION AWARD ENTRY FORM APPLICATION DEADLINE: OCTOBER 14, 2016

COUNTY:	INFORMATION CHAIR:				
ADDRESS:	CITY:	ZIP CODE:			
PHONE: ()	E-MAIL:				
DISTRICT: AREA PROGRAM DIRECTOR:					
INFORMATION COMMITT Please list the names of an	EE RESOURCES: ny additional County Farm Bureau Inform	nation Committee members:			
Annual Committee Budget:	: \$ Actual Expend nformation Committee meet in the last 1	ditures: \$			

- I. GOALS & OBJECTIVES: 10 points
 - 1. What are the overall goals and objectives of your county's Information Committee?

2. Who are your primary audiences?

II.	Att	 MEMBER COMMUNICATIONS: 10 points Attach copies of all member communications issued during the past 12 months. 1. What types of member communication efforts were utilized in the last 12 months? (check all that apply) 			
		 □ Direct mailings □ E-mails □ Newsletters □ Office handouts □ Social media □ Other (please specify): 			
	2.	During the last year, when were member communications made? (check all that apply) ☐ Jan ☐ Feb ☐ Mar ☐ Apr ☐ May ☐ Jun ☐ Jul ☐ Aug ☐ Sep ☐ Oct ☐ Nov ☐ Dec			
	3.	What type of news was shared with members through these communication efforts?			
III.	Att act	EDIA RELATIONS: 25 points tach the FIVE BEST sample articles from your local newspaper that focus on local Farm Bureau tivities and/or agriculture news influenced by your county Farm Bureau. Which of the attached articles were influenced by or written because of conversations that your county Farm Bureau had with the reporter or editor? How were the stories influenced? How did these articles further the objectives of the Information Committee?			
	2.	What type of publicity did your county's annual meeting receive? (check all that apply) □ None □ Newspaper □ Radio □ Television □ Other:			
	3.	Did your county hold a media appreciation event in the last 12 months? ☐ Yes ☐ No a. If yes, why?			
		b. Describe the event.			
		c. Describe the amount of media participation.			

IV.	WEBSITE ACTIVITIES: 10 points Attach printouts from your county's Farm Bureau website showing updates made in the last 12 months.				
		How many times during the last 12 months did your county submit website updates? □ Never □ Once □ Twice □ Three times □ Four or more times			
	2.	What kinds of materials, stories, photos, etc. did you post online? For what purpose?			
	3.	When posting updates on your website, how close to the conclusion of the event were your materials typically submitted? □ Within a week □ Within a month □ One to three months □ More than three months			
V.	OTI 1.	HER ACTIVITIES: 15 points Did your county conduct a community event(s) to promote your local Farm Bureau? Examples include an exhibit at the county fair, an agriculture expo, a safety workshop, an educational event at a school, Food Check-Out Day, National Ag Week, Farm-City Week, etc. If yes, please describe event or events:			
	2.	How does your county Farm Bureau use the monthly video report produced by Kentucky Farm Bureau?			
	3.	Did a member of your county Information Committee attend any of the following events? (check all that apply) □ Kentucky Farm Bureau Annual Meeting □ District meeting □ Measure the Candidates forum □ Policy development meeting			
	4.	Did your county nominate someone for the following awards? □ Communications Award (broadcast or print journalist) / If so, who?			

 EVIDENCE OF SUCCESS: 30 points 1. Describe how your Information Committee's goals and objectives were accomplished this year? List the goals you originally identified previously in the section called "I. Goals & Objectives, Question 1" and identify how each was addressed and counted as successful. 				
How do the projects, events and communications list your county Farm Bureau?	ted above help further the mission of			
Signature of applicant:	Date:			
Signature of APD:	Date:			
All materials must be postmarked by Octobe	r 14, 2016 and sent to:			

☐ Farm Public Relations Award / If so, who? _____