



Kentucky Farm Bureau 2017 Farm Public Relations Award

The Kentucky Farm Bureau Farm Public Relations Award recognizes and honors the outstanding efforts of individuals who, in their chosen (non-journalistic) profession, inform Kentuckians about agriculture and the accomplishments of individual farmers. Nominees' public relations work on behalf of agriculture can be on a volunteer basis or as part of an individual's job.

ELIGIBILITY

All Kentuckians not employed by media outlets but who are active in media work – as writers, broadcasters or as reliable and consistent sources of information – may be nominated to receive this award. Professional journalists are not eligible for nomination of this award. Kentucky Farm Bureau directors, officers and employees are also not eligible for nomination.

Past recipients of the KFB Farm Public Relations Award may not be nominated again.

CRITERIA

The recipient of this award will be selected for his/her contributions toward creating a better, broader public understanding of pertinent farming news and issues in Kentucky. This may be accomplished through the individual's work with newspapers, magazines or online news sources, radio or television broadcasts, public speaking engagements, or any combination thereof.

Each nomination must be accompanied by relevant supporting materials, such as article clippings, audio files, video samples, letters of recommendation, etc.

NOMINATIONS

Nominations for the KFB Farm Public Relations Award must be submitted by county Farm Bureaus. All nominations **MUST** include a completed version of this entry form to be considered in the competition. Supporting materials submitted with the entry must be original work by (or about) the nominee that was published, posted or broadcast between **August 2, 2016 and August 1, 2017**.

JUDGING

A panel of judges selected by the Kentucky Farm Bureau Federation determines the winner of this competition. Scoring emphasis is given to individuals who create a better public understanding of farming issues through the use of written or broadcast materials, or who are utilized as a consistent source of information in other writers' or broadcasters' stories for that same purpose.

AWARD

The winner will be honored in December during the 2017 KFB Annual Meeting in Louisville. He/she will receive an engraved plaque and a \$300 check.

If deemed appropriate, it is within the judges' prerogative not to issue an award.

DEADLINE

The 2017 KFB Farm Public Relations Award nomination entry form and all supporting materials must be postmarked by **August 24, 2017**, and **mailed** to the address below. Please do not submit partial entries. Please do not submit entries by email.

Kentucky Farm Bureau • Attn: B. Todd Bright • P.O. Box 20700 • Louisville, KY 40250

2017 FARM PUBLIC RELATIONS AWARD



NOMINATION

After reviewing the eligibility and criteria set for participation in this competition, please provide the Farm Public Relations Award nominee's biographical information requested on the following pages. Remember, judges can only assess the nominee's qualifications based on what is submitted with this entry form. Be sure to provide the required supporting documentation with this entry form for a complete picture of the nominee's body of work.

2017 Farm Public Relations Award Nominee: _____
(FULL NAME)

CONTACT INFORMATION:

(HOME ADDRESS)

(CITY) (STATE) (ZIP CODE)

(PHONE) (EMAIL)

EDUCATIONAL BACKGROUND:

(HIGH SCHOOL ATTENDED) (YEAR GRADUATED)

(COLLEGE / UNIVERSITY ATTENDED) (YEAR GRADUATED)

(MAJOR) (DEGREE EARNED)

(COLLEGE / UNIVERSITY / GRADUATE SCHOOL ATTENDED) (YEAR GRADUATED)

(MAJOR) (DEGREE EARNED)

EMPLOYMENT: Please provide the nominee's employment information requested below.

(CURRENT EMPLOYER)

(OCCUPATION / TITLE)

(CITY)

(STATE)

(COMPANY WEBSITE)

ROLES, RESPONSIBILITIES & RECOGNITION:

1. Job Duties

Briefly describe the nominee's current job duties, including number of years in this role and how/if the individual's work is related to the positive promotion of agriculture.

2. Employment History

List the nominee's most recent job history, including employers, roles and length of service.

EMPLOYER

JOB TITLE

YEARS IN ROLE

3. Farming Background

Did the nominee grow up on a farm? YES NO If so, where? _____

Principal crops: _____ Acres: _____

Does the nominee currently farm? YES NO If so, where? _____

Principal crops: _____ Acres: _____

4. Professional Organizations

Identify the nominee’s current membership in professional organizations, including any leadership roles served and length of membership.

<u>ORGANIZATION</u>	<u>LEADERSHIP ROLE</u>	<u>YEARS IN ROLE</u>
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Using the space below, please identify any significant contributions the nominee has made to the professional organizations listed above.

5. Identify any other professional awards the nominee has received.

Provide the name of the award/honor, organization that presented it and year it was won.

<u>AWARD</u>	<u>PRESENTING ORGANIZATION</u>	<u>YEAR RECEIVED</u>
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SERVICE TO AGRICULTURE: *Attach additional pages if more space is needed.*

In the space provided below, describe how the nominee's volunteer or professional public relations work regularly contributes to a better public understanding and appreciation of Kentucky agriculture, farmers and farming communities.

SUPPORTING DOCUMENTATION: *Attach all supporting materials used to enhance nominee's entry.*

ATTENTION: This entry is not yet complete! It is very important to attach supporting materials that demonstrate how the nominee's public relations work furthers the positive message of agriculture in Kentucky. Supporting materials submitted with this entry must be original work by (or about) the nominee that was published, posted or broadcast between **August 2, 2016 and August 1, 2017**.

Sample materials may include, but are not limited to: articles, audio or video files, blog posts, letters of recommendation, etc.

***** Nominations submitted without supporting materials are considered incomplete *****

Sample materials are attached

THIS KFB FARM PUBLIC RELATIONS AWARD NOMINATION WAS SUBMITTED BY:

NAME: _____

TITLE: _____ **COUNTY:** _____