



2020AAEA MARCOMM AWARDS DIVISION

The AAEA 2020 MarComm Awards are sponsored by the AAEA through funding provided by:



MarComm entries will be judged based on creativity, quality and clarity; the success of the tactic in meeting objectives; appropriateness and perceived value of the information for the target audience; and the entrant's proficiency in the category. New this year: ag communicators now can accrue points toward being named a Master of Communications. In 2021, we will also add a Communicator of the Year award.

MarComm Entry Basics

- Go to https://app.reviewr.com/s1/site//AAEA_Awards to log in and begin the entry process.
- An entrant may enter as many entries per category as desired. The person primarily responsible for creating the piece that is being entered, must be a current AAEA member. For the Master of Communications program, enter a name in the Credit box for those primarily responsible for creating the entry. Credit for winning entries will be given to the agency or organization, the client and the principal creator.
- If you want only the agency or agency and client company names to appear on plaques or certificates, please provide that text in the Comments section.
- **IMPORTANT:** The PDF with the objective, target audience and specific challenges or requirements for the design you would like the judges to know about is now done online. Fill out each required field in the entry form. You will not be able to submit your application if you have not filled out the required fields.
- Please submit everything as digital files and/or web-based entries for which you provide a URL and log-in information, if needed. Only Cat. MC11 -- Writing for Special Projects -- allows hard-copy entries to be mailed in.
- See individual category descriptions below and online to see what is to be submitted for each category.

2020 MarComm Categories

Cat. MC1: Advertorial – One-Page

Enter one example of a single-page article written by the entrant for paid placement as editorial content and published in an agricultural publication or newspaper (printed or electronic) to garner support for an issue, product, service, organization or program. Submit PDFs of the advertorial as it appeared.

Cat. MC2: Advertorial – Multi-Page, Series or Special Section

Enter one example of a multi-page piece or special section written by the entrant for paid placement as editorial content and published in an agricultural publication or newspaper (printed or electronic) to garner support for an issue, product, service, organization or program. Submit PDFs of the materials as they appeared.

Cat. MC3: Media/Special Event

Enter a media or special event created to abstract media and promoting a product, service, company or issue. Examples include new product/service introduction media conference and one-time media conference on an ag-related topic. Upload examples of all appropriate materials to adequately reflect the scope of the event as PDFs, JPEG, GIF and/or PNG les. For PowerPoint presentations, convert to PDF to submit or supply URL and any log-in information required for judge access.



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Indicate in the Comments whether this entry is submitted on behalf of a for-profit or not-for-profit organization, association or company. If we get sufficient entries of both types, judges will choose winners in each segment (for-profit and not-for-profit.) Select either For-Profit or Not-for-Profit subcategory.

Cat. MC4: Feature Article

Enter one example of a feature article written for submission to agricultural publications or general media (print or electronic) on an agriculture-related topic or developed for use in materials for internal or external audiences. Content may include human interest, anecdotal and situational information and/or other creative approaches and techniques. Submit file of article as it was sent out, uploaded as entry in PDF form only. Also upload PDF of at least one published appearance of the article.

Cat. MC5: News Article

Enter one example of a news article written for submission to agricultural publications or general media (print or electronic) on an agriculture-related topic or developed for use in materials for internal or external audiences. Content should describe breaking news, current industry news and/or the who-what-when-why of a newsworthy topic. Submit file of article as it was sent out, uploaded as entry in PDF form only. Also upload PDF of at least one published appearance of the article.

Cat. MC6: News Release

Enter one example of a time-sensitive news release regarding a product, service or program written for submission to agricultural publications or general media (print or electronic, on an agriculture-related topic. (Please note: In general, multisource news content should be submitted in Cat. MC5 as a News Article.)

Submit title of release as it was sent out, uploaded as entry in PDF form only. Also upload a PDF of at least one published appearance of the release.

Cat. MC7: Technical Writing

Enter one example of technical content written on an agriculture related topic for internal or external audiences. Upload PDF of the document or publication.

Cat. MC8: Publication — Print or Electronic

Enter one example or set of one or more issues of a magazine or newsletter – print or electronic – written, designed and published on a periodic basis to offer timely information to an agricultural audience. Submit PDF of printed publications (or URL if available online). List URL of electronic publications in the URL/Linkfields on the entry page and type any log-in information a judge would need into the objectives PDF and in the Comments section of the entry. NOTE: There are separate categories for entries from a not-for-profit organization (MC8NFP) and a for-profit organization (MC8FP). Select either For-Profit or Not-for-Profit subcategory.

Cat. MC9: Media Materials/Kit

Enter materials developed and provided for working agricultural, business or other media to support a company, product or service. Upload PDF, JPEG, GIF and/or PNG files. Include a summary of how and where the materials were used. (Please note: Predominantly electronic or web-based media rooms/media materials should be entered in the AAEA Digital & Social Awards Division.) If there is a minor electronic or Web-based component of a MarComm Cat. MC9 entry, include the URL in the URL/Link fields on the entry page, and type any log-in information a judge would need into the objectives PDF and in the Comments section of the entry.



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Cat. MC10: Speech/White Paper

Enter a speech or white paper for a company/association/organization and targeted to an agricultural audience or to a general audience on an agricultural topic. Submit speech text, speaker notes, or other written materials provided to the speaker, or white-paper text as PDF only. (No visuals or recordings of the speech.)

Cat. MC11: Writing for Special Projects

Enter an annual report, commemorative publication, calendar, book or other special publication or piece written and produced for a company/association/organization and directed to an external or internal audience. The piece may be a component of a media/special event entered in Cat. MC3. Upload file(s) of project, and/or mail in 4 copies of printed pieces. NOTE: Any material submitted as URLs must remain available online through July 2012. For all URLs, use a URL shortener like goo.gl, tinyurl.com, or bit.ly to shorten long links.

Mail in 4 printed copies of your entry. Entries should be packaged in an envelope with the category title and contestant's name clearly written on the front.

Mail to:

AAEA - The Ag Communicators Network
Attention: Mary Kendall Dixon
PO Box 1444
LaGrange, GA 30241

AAEA Master of Communications Program

NEW THIS YEAR, those who enter the MarComm Awards Program build points toward becoming a Master of Communications. The program allows an ag communicator to gauge personal professional development by means other than category wins. One "judge's merit" is awarded to any ag communicator placing first, second or third in a category, or when one or both category judges mark(s) a non-placing entry as deserving of merit recognition.

Master of Communications Levels

Level 1 One (1) judge's merit.

Level 2 Three (3) judge's merits in at least two different categories OR win first place in a category.

Level 3 Five (5) judge's merits in at least three different categories OR win first place in a category and earn a judge's merit in another category.

Level 4 Seven (7) judge's merits in at least five different categories OR win first place in a category and earn two judge's merits in two other categories OR earn the AAEA Writer of the Year Award.

Level 5 Master of Communications: Eight (8) judge's merits in at least eight different categories OR win a place in three categories OR receive Communicator of the Year Award (starting in 2021) and three judge's merits in three different categories.

Level 6 Communicator of Merit: Receive judge's merits in each of 10 of the 11 categories.

MarComm Checklist

- Is at least one member of your staff a current AAEA member?
- Was your entry published in print or online between April 16, 2019 and April 15, 2020?
- Have you listed the appropriate name(s) in the Credits section? In the event of a winning entry, this is the information that will be on the plaque or certificate. If you want only the agency or company to appear on winning entries, please provide this information in the Credits section.