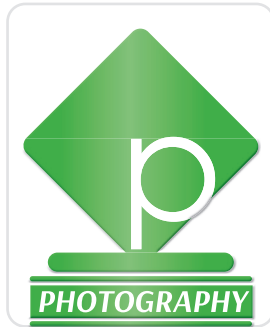




COMMUNICATIONS AWARDS

Call for Entries **2020**

Enter online at: https://app.reviewr.com/s1/site//AAEA_Awards
Use the latest version of the Google Chrome browser for best results.



Entry Deadline for all divisions is May 8, 2020

Please use this 2020 Call For Entries PDF as a guide to category names and numbers plus general instructions. When the contest opens, detailed instructions for logging into the Awards Platform and for preparing and submitting entries will be emailed to members, posted on the award program home page and available under Awards at www.agcommnetwork.com. Specific instructions for each category will be visible when a category is selected from the drop-down menu during the online entry process. Also consult THIS document for overall rules, especially for Photography Division.

Eligibility

The AAEA Communications Awards are open to all AAEA members, including active, affiliate, freelance, honorary life, student and retired members, **as long as you are a paid member of AAEA by the award entry deadline of May 8, 2020**. Go to www.agcommnetwork.com for a membership application or to renew your membership. Note: If your parent company needs more time to process a membership fee payment, a grace period will be granted. Entries will be disqualified if member dues are not paid within 45 days after May 8.

Entry Fees and Payment

- Writing, Digital & Social Media: \$30 per entry.
- MarComm: \$35 per entry.
- Design: \$25 per entry.
- Photography: \$15 per entry.

Deadline: May 8, 2020

Entries in all divisions must be entered via https://app.reviewr.com/s1/site//AAEA_Awards by May 8, 2020. Mail-in entries must be entered online before mailing them to be postmarked by May 8, 2020.

All AAEA Communications Awards entries must have been published between April 16, 2019, and April 15, 2020.

Join Us at the Ag Media Summit

The 2020 AAEA Communications Awards will be presented on July 28, 2020 during the 22nd Annual Agricultural Media Summit in Kansas City, Missouri.



Payment

To pay:

1. Use the drop down menu below to add the entry category to your cart. This should open a new web page showing the cart.
2. Within the cart, select the number of entries you submitted.
3. To add another category to your cart, revisit this page, click add to cart, and they all should show up on that page.

- Writing: \$30 per entry
- Digital and Social Media: \$30 per entry
- MarComm: \$35 per entry
- Photo: \$15 per entry
- Design: \$25 per entry

To be invoiced, email Mary Kendall at mkdixon@asginfo.net.

To mail a check: AAEA Awards
PO Box 1444
LaGrange, GA 30241

Where to Send Mail-in Entries:



Most entries will be submitted totally digitally online, with no mail-in component. There are certain Design, MarComm and Digital & Social Media categories that either require you to mail in hard-copy/physical entries, or you are given the option to do so. For each of these mail-in entries, mail in 4 printed copies of your entry. **Because of the COVID-19 pandemic, we understand that you are working from home and do not have easy access to the physical copies you need to submit for mail-in categories. To help make the entry process easier, we are removing the mail-in requirements for any award category. This year, you will have the option to upload a pdf or provide a web link. If you have any questions regarding this change, please do not hesitate to reach out to Awards Manager, Mary Kendall Dixon, mkdixon@asginfo.net.**

706-407-2550
mkdixon@asginfo.net

Join today!



You must be a member by the award entry deadline.

AAEA Membership Dues (after January 1, 2020):

- New member dues \$210 the first year
- Members:
editorial, associate or partner \$260 per year
- Freelancers \$175 per year
- Retired members \$135 per year
- Students \$75 per year

Pay online at:

www.agcommnetwork.com

or send membership form and check for AAEA dues to:

AAEA
P.O. Box 1444
LaGrange, GA 30241
706-407-2550
mkdixon@asginfo.net

Note: Do not send membership forms or dues to the awards manager with your mail-in entries.



2020 AAEA WRITING AWARDS DIVISION

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



Judging for all writing categories will be based on overall writing quality, clarity and the author's proficiency in the category. The writing judges are instructed to NOT consider layout and design in overall scoring criteria.

Writing Entry Basics

- Go to https://app.reviewr.com/s1/site//AAEA_Awards to begin the entry process.
- A writer is limited to two entries in each category for categories 1 through 10. However, Cat. 11, Team Story, has no limit for the number of entries a writer may submit. *Note: We have not set entry limits in the online entry system, because we know in some cases a contestant manager will be entering for multiple editors at a publication. We will check to be sure no member has entered more than two entries in Cat W01-W10.*
- Entries in all categories must have been published in print or online between April 16, 2019, and April 15, 2020.
- Entries of any kind with more than one author must be entered as a Team Story in Cat. 11. **All authors of a team story must be AAEA members at the time of entry.** You will see a section called "Credits" on the entry page where the name and affiliation of each team story author should be added in the boxes. *Note: Team Story entries will not be considered as a part of a writer's portfolio for the Writer of the Year, but the first-place Team Story is eligible for Story of the Year.*
- A series may be entered as a single entry in any category except Cat. W03, Editorial Opinion, and Cat. W09, Regular Column. No special consideration is given to a series as compared to a single-story entry in a category.

Preparing Your Entry

- All Writing Division entries will be judged online by two judges per category who will view the entries on the online award platform only. No physical entries will be mailed in. Also, the files you provide should be a PDF of the article as it appeared in the magazine, with all information -- including byline and publication name -- left intact and visible. If you retrieve the article as a Word doc from your system, convert the file to a PDF with a professional PDF converter before uploading so the judge can view it easily. You will be able to upload multiple documents per entry, such as when entering a series of stories as one entry.
- Please keep file sizes to less than 5 MB if possible, to aid judges in accessing entry content. Whatever the file size, be sure the words in the article can be read clearly.
- If you want to be considered for Writer of the Year, select the "Writer of the Year Portfolio" at the bottom of the category list for each of the three entries to be placed in your Writer of the Year portfolio. (See next page for more WOY information.)
- **IMPORTANT:** The PDF with the objective, target audience and circulation of the publication or website form 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.



2020 AAEA WRITING AWARDS DIVISION

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



Writer of the Year/Story of the Year

In order to be considered for **Writer of the Year in 2020**, you must designate a “WOY portfolio.”

If you want to be considered for **Writer of the Year in 2020**, select the “Writer of the Year Portfolio” at the bottom of the category list for three entries that you consider do be your strongest work, from any category except Cat.W11, Team Story. Your three-story portfolio becomes eligible for consideration for Writer of the Year if you place first, second or third in any Writing category you have entered. The judges will rely solely on this portfolio to determine Writer of the Year. No story substitutions will be made. We will contact you for clarification if you indicate more than three or fewer than three stories as “WOY” stories.

The judges will select the **2020 AAEA Story of the Year** from among the 11 first-place category winners (including Team Story).

AAEA Master Writer Program

Each year, those who enter the Writing Awards Program build points toward becoming Master Writers. The program allows a writer to gauge personal professional development by means other than category wins. **One** “judge’s merit” is awarded to any writer 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 Writer Levels

Level 1 One judge’s merit.

Level 2 Two judge’s merits in two different categories OR win first place in a category.

Level 3 Three judge’s merits in three different categories OR win first place in a category and earn a judge’s merit in another category.

Level 4 Four judge’s merits in four 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 Writer: Five judge’s merits in five different categories OR win a place in three categories OR receive Writer of the Year Award and three judge’s merits in three different categories.

Level 6 Writer of Merit: Receive judge’s merits in each of 10 of the 11 categories

Contact Mary Kendall Dixon at mkdixon@asginfo.net if you have questions about your Master Writer Program level or about what categories you need to move up a level.

2020 Writing Categories

Cat. W01: Breaking News

This category is for first-day, breaking news published in any medium. Entries will be judged on news value, immediacy of the story and the writer’s ability to write well under tight deadlines.

Cat. W02: Economics and Management

The economics and management article focuses on the financial, marketing and economic aspects of agriculture. Examples range from the macro perspective of world and industry markets to the micro level of on-farm finance, taxes and marketing plans. The strength of the good economics and management story is making the complex accessible.



2020 AAEA WRITING AWARDS DIVISION

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



Cat. W03: Editorial Opinion

The editorial confronts an issue by clearly explaining it, building arguments on fact and logic and stating a clear position. The editorial convinces the reader of the need for specific action. Enter three examples.

Cat. W04: Human Interest

The human-interest article addresses the human experiences found in rural areas. Entries may delve into any cultural, social or emotional aspect of farm or agribusiness life.

Cat. W05: Humorous Article

The humorous article looks at the lighter side of farm life or the ag industry -- to enlighten or entertain.

Cat. W06: Issues

The issues article is the "big picture" feature/news story that looks at pressing agricultural topics. It gives an objective view and airs all sides of the issues with the purpose of providing enough information so the reader can draw conclusions.

Cat. W07: On-Farm Production Article

The on-farm production article informs, educates and illustrates agricultural production techniques. The story details the "how-to" of the farm practice, potential benefits and limitations. The article should help the reader decide if the practice would benefit his/her own farming operation.

Cat. W08: Personality Profile

The personality profile is an in-depth look at one individual and his/her contributions to local, regional or national agriculture.

Cat. W09: Regular Column

The regular column can be found routinely in the publication (print or electronic) and is clearly identified as a standing column. Unlike the editorial category, the regular columnist is free to use personal observations and feelings in the narrative. The strength of the regular column lies in the fresh, unique perspective of the writer. Enter three example.

Cat. W10: Technical Feature

The technical feature examines the specialized aspects of agriculture. Typical subjects include cutting edge machinery technology, and technical solutions encountered in the production, transportation and processing of food and fiber.

Cat. W11: Team Story

The team story is any entry (on any topic, single or series) with more than one author. Only one entry and one entry fee need to be submitted for a team story, with one author's name as the main entrant on the entry form. All of the authors should then be listed on the entry where indicated, and all need to be AAEA members or must join at the time of entering the awards program in order for the entry to be accepted. No limit to number of entries in this category.

**DEADLINE: May 8, 2020,
for entries and payment. ***

*If a corporate check will be arriving after the deadline date, please send an email to that effect to

mkdixon@asginfo.net.

WRITING CHECKLIST

- Is your AAEA membership current?
- Was your entry published in print or online between April 16, 2019 and April 15, 2020?
- Have you submitted a maximum of two entries in each category (except for Team Story, which has no limit)?
- Have you listed the name and affiliation in the Credits section? In the event of a winning entry, this is the information that will be on the plaque or certificate.
- Do you wish to be considered for Writer of the Year? If so, "Writer of the Year Portfolio" at the bottom of the category list of each entry you wish to be placed in your Writer of the Year Portfolio.



2020 AAEA PHOTOGRAPHY AWARDS DIVISION

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



Photography Entry Basics

- Enter images published as editorial material between April 16, 2019, and April 15, 2020, in a farm publication or website employing AAEA active or affiliate members or in a company- or association-sponsored farm publication. We will only accept stock images that were taken for editorial purposes by a current AAEA member who was a member at the time the stock photos were shot. No other stock images or PR photos originally taken for client work may be entered.
- All entries must be submitted in digital format through the online award platform.
- As part of each entry, you must submit a PDF (or JPEG) of the “tear sheet” for printed media, or of a “snapshot” of the web page for online-only photos, to serve as “Proof of Publication.” Name the file with the Cat. no., entry title and the words “Proof of Pub.” For example, if a photo entry in Cat. P1 is titled “Rodeo clown,” the file name of the article or web page PDF (or JPEG) should be “P1-Rodeo clown-Proof of Pub.” The judges will only judge the image itself.
- For Cat. P8 and P12, also describe the concept and the methods used to create the illustration in the Comments section.
- A photographer may submit more than one entry for categories P1-P5 and categories P8 and P10.
- The same image cannot be entered in two different categories, unless it is an image published as part of a picture story (Cat. P5), or is part of a POY portfolio (Cat. P6). A published image entered in Cat. P5 can be entered in one other category.
- Categories P1-P3, P7-P12: Submit one digital image for each entry at https://app.reviewr.com/s1/site//AAEA_Awards. See the category descriptions below and on next page for other category- specific directions, including for multi-image entries.
- Enter the name of the photographer and publication or organization in the Credits section of the entry form.

- No HDR (High Dynamic Range) photos may be entered in any category except P12.
- The AAEA Photo of the Year Award will be chosen from the winners of categories P1, P2, P3, P4A, P4B, P5, P7, P8 and P10 at judges’ discretion.

Assigning File Names

Label each image file starting with the category number followed by photographer’s last name followed by a unique one- or two-word title that is also typed into the Headline/ Title field on the entry form.

Example: John Smith enters two photos as separate entries in Cat. P1, one of cows, one of horses. His image files are labeled: **P1-Smith-cows.JPG and P1- Smith-horses.JPG.**

Exception for multiple image entries: In Nuts and Bolts categories P4A and P4B, a photographer can enter a group of photos as a single entry. Each image in such entries must be labeled with a category designation, followed by photographer’s name, followed by the one-ortwo-word title, followed by a sequencing number.

Example: John Smith has a three-image entry in Cat. P4A.

The images illustrate an article on feeding. Here is how he labels the images: **P4A-Smith-feeding-1.JPG; P4A-Smithfeeding-2.JPG; P4A-Smith-feeding-3.JPG. All three images will then be uploaded as the entry titled “Feeding” in Cat. P4A. The same system applies to labeling entries in Photo Stories (Cat. P5).**

How to Enter

Go to https://app.reviewr.com/s1/site//AAEA_Awards to begin the entry process.

File type for photo entries: JPEG (5MB or smaller). The JPEG files must be entered and submitted through the online system; no mailed-in entries will be accepted.



2020 AAEA PHOTOGRAPHY AWARDS DIVISION

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



Photoshop/Enhancement Guidelines

Acceptable manipulation for all categories (except P12) includes: Darkening highlights and opening shadow areas; Color correction to make photos appear more realistic; Removing dust and scratches; Sharpening in moderation. Unacceptable manipulation* includes: Removing or adding elements; Changing elements in relation to one another; Digitally applied photo filters; HDR (High Dynamic Range) imaging.

2020 Photography Categories

Cat. P1: Portrait/Personality

Photographs entered in this category should be of a person and reveal the essence of that subject's character.

Cat. P2: Pictorial

Photographs entered in this category should be graphic images in which composition, tonal qualities and color (if applicable) are more important than subject matter.

Cat. P3: Feature

Photographs entered in this category are usually "found" situations with strong human interest and a fresh view of the commonplace.

Cat. P4A and P4B: Nuts and Bolts

Photographs entered in this category should enhance the editorial message of the technical copy. Photos should be of a practical or illustrative nature but will also be judged on creativity. Entries in this category may be a single photo or multiple photos from the same story. Upload such multiple photos into ONE Cat P4A or P4B entry. Cat. P4A, Nuts and Bolts -- Livestock, will include livestock or livestock equipment. Cat. P4B, Nuts and Bolts -- Crops, will include crops or cropping equipment.

Cat. P5: Picture Story, Photo Sequence or Photo Essay

Photographs in this category should work together to create a cohesive story or point of view. Submit one digital file for each image. Include one JPEG or PDF image of the tear sheet layout labeled with category and name, followed by a one- or two-word description followed by "tearsheet." Example: P5-Smith-feeding tearsheet. JPG. If additional photos were not published because of space limitation, you may include them in the entry. Those photos that were added, but not published cannot be entered into any other category.

Cat. P6: AAEA Photographer of the Year

Evaluation of portfolios will be on the basis of subject matter, originality, technical excellence, and versatility. Portfolio must consist of no more than 20 images. However, Cat. 5 photo stories each count only as "one" of those 20 images. Unpublished photos (Cat. P9) entries are not allowed in Cat. P6. Upload one digital file of each image into your Cat. P6 Photographer of the Year entry, keeping the file name each image had in its original category. (Remember to edit carefully and only showcase your best images in your portfolio.) Only one Cat. P6 entry per photographer.

Cat. P7: Emerging Photographer

Open to members who have yet to win 1st, 2nd or 3rd place in the AAEA Photography Awards. Subject matter is unlimited. Entrants are limited to up to three entries in this category that have not been entered in another category; one photo per entry.

Cat. P8: Photo Illustration

For Cat. P8, a photo illustration is defined as a photograph created to illustrate a concept or issue being discussed in a story. The image can be created either in a studio setting or in a natural environment. Example: illustrate a story on corn being used in pharmaceuticals with a photo of corn kernels spilling out of a prescription bottle. Photographs entered in this category will be staged concept photos that illustrate an idea, issue or other concept in an article or on a cover. The entries are judged primarily on how clearly the illustration conveys the editorial concept. Describe the concept and the methods used to create the illustration in 100 words or fewer in the Comments section of the entry form. Submit a PDF or JPEG "Proof of Publication" of the whole page featuring the photo illustration.



2020 AAEA PHOTOGRAPHY AWARDS DIVISION

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



Cat. P9: Unpublished Photos

Ag-related images entered in this category should be images taken for editorial-assignment or stock purposes between April 16, 2019, and April 15, 2020, but not published as editorial material. These images will not be eligible for Photographer of the Year or Photo of the Year. Entrant limited to up to three separate entries in this category that have not been entered into another category; one photo per entry.

Cat. P10: Advertorial Photos

Ag-related images must clearly tell the story of the advertising and editorial content associated. Subject matter is unlimited.

Cat. P11 Rotating Theme – Weather

This category will rotate from year to year and gives niche photographers and freelancers an opportunity to highlight images that may not fit elsewhere. The category for 2020 is weather. Images should feature a weather event and be illustrative in nature. This theme will rotate from year-to-year.

Cat. P12: Digitally Enhanced Photos

In this category, entrants are allowed to let their post-production editing prowess shine. This category is designed for photos that have been significantly manipulated, altered or composited, including HDR photography. The usual enhancement rules (listed above) don't apply for Cat. P12. Winning entries will be selected based on the best use of photo editing tools such as Photoshop and HDR to enhance the original image.

**DEADLINE: MAY 8, 2020
for entries and payment. ***

* If a corporate check will be arriving after the deadline date, please send an email to that effect to Mary Kendall Dixon, mkdixon@asginfo.net.

PHOTO QUESTIONS?

Contact Kerri Reynolds Lotven

Office: 573-876-5364

Cell: 573-220-9691

Email: kreynolds@mfa-inc.com

Master Photographer Program

The awards you earn in the photo awards program determine your level in the Master Photographer Program.

Level 1 Earned by entering the photo awards program

Level 2 Place 2nd, 3rd, or honorable mention in one class

Level 3 1st place in one class or place 2nd, 3rd or honorable mention in two different classes, or win Photographer of the Year

Level 4 1st place in two different classes, or place in three different classes

Level 5 Photographer of the Year and place 1st, 2nd, or 3rd in two different classes, or runner up Photographer of the Year and place 1st, 2nd or 3rd in three different classes, or place 1st in three different classes

Master Photographer

Photographer of the year and place 1st, 2nd or 3rd in three different classes, or runner up Photographer of the Year and place 1st, 2nd, or 3rd in four different classes, or place 1st in four different classes

Contact Mary Kendall Dixon, mkdixon@asginfo.net, if you have questions about the Master Photographer Program, your current level, or what you need to win in order to achieve the next level in the program.

PHOTOGRAPHY CHECKLIST

- Is your AAEA membership current?
- Was your entry published in print or online between April 16, 2019 and April 15, 2020?
- Have you included the **Required** pdf or jpeg for Proof of Publication?
- Have you listed the name and publication (organization) of the photographer in the Credits section? In the event of a winning entry, this is the information that will be on the plaque or certificate.



2020 AAEA DESIGN AWARDS DIVISION

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



Agriculture Division of DowDuPont™

Design Entries will be judged on creativity, concept and clarity of the design, with the main emphasis on its effectiveness in communicating editorial messages, not “art for art’s sake.”

Most categories are split into Commercial and Custom publications, defined as follows:

- **Commercial:** A publication that contains paid advertisements or charges subscribers to receive the publication.
- **Custom:** A publication without outside paid advertising, such as publications from companies, associations and cooperatives targeted to their customers and/or members.

Design Entry Basics

- You may enter as many entries as you wish in categories D01 through D17.
- The person or persons who designed the work (not a publisher or editor or a different designer) must be credited in the credit fields, or the entry will be disqualified.
- **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.
- See category descriptions for other specific information to put in the Comments, which are visible to the judges.

How to Enter

- Go to https://app.reviewr.com/s1/site//AAEA_Awards to log in and begin the entry process.
- Select either Commercial, Custom or Both for a list of categories.
- Cat. D09 — Special Editorial Section Design. Individual pages within the special section may also be submitted in other categories, including single-page design, use of typography, or use of chart and graph material.
- For Opening Page or Spread, Commercial (Cat. D05) and Custom (Cat. D06), submit ONLY the opening page or spread, not the entire article. A story that is composed of only one page would not be eligible for this category. Entrants need to choose between either “Opening Page or Spread” (Cat. D05 or D06) or “Two-Plus Page Design” (Cat. D07 or Cat. D08) when entering multiple-page layouts. Any entry submitted in both categories would be disqualified.
- For all design entries requesting a PDF, please provide medium-resolution PDFs no larger than 5 MB if possible, to aid the judges in accessing entry content.
- Names of the uploaded files will not be visible to the contest manager or to the judges, but we recommend that you name the PDFs with the category code and a brief title that helps you keep track of your entries as you upload them and for your records.
- Any material submitted as URLs must remain available online through July 2020.



2020 AAEA DESIGN AWARDS DIVISION

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



Agriculture Division of DowDuPont™

What to Send

- There are six “Mail-in Only” Design Categories that require that printed copies be sent in. Because of the COVID-19 pandemic, we understand that you are working from home and do not have easy access to the physical copies you need to submit for mail-in categories. To help make the entry process easier, **we are removing the mail-in requirements for any award category.** This year, you will have the **option to upload a pdf or provide a web link.** If you have any questions regarding this change, please do not hesitate to reach out to Awards Manager, Mary Kendall Dixon, mkdixon@asginfo.net.
- If you wish to be considered for the AAEA Designer of the Year award by entering Cat. D18, see full DOY entry instructions at right.

AAEA Designer of the Year

The AAEA Designer of the Year Award is dedicated to recognizing a graphic designer who brings a fresh, relevant and innovative approach to his/her work related to publications within the agricultural industry. Also, this person takes risks with design projects and succeeds. He/ she sets the tone creatively, and has a distinct graphic impact within the agricultural publishing community.

How to enter AAEA DOY

To be eligible for consideration for Designer of the Year, an entrant must enter Cat. D18, DOY Portfolio, as a separate entry, paying an entry fee of \$25 (total) for the portfolio. Choose what you believe to be your four strongest entries, only one per category, in any four categories from Cat. D01 through D17.

Important: Each one of the four DOY portfolio entries, including overall-issue categories D09-D13, must have been designed and executed solely by the DOY entrant.

To enter, select D18 Designer of the Year from the category list.

Upload the separate PDFs of the (up to) four entries you have chosen. (These will be duplicates of the individual entries from the four categories.) Type an inventory list of the four D18 DOY entries by original category code and title in the Comments box. You do not have to provide publication dates again.

If any of the four DOY entries are from the mail-in-only categories, include in your package four additional printed copies of any overall-issue (mail-in only) entry with one printout of the Cat. D18 entry label on top of the stack. This is necessary to have enough to send to all of the Design judges for the DOY round of judging.

How to qualify for DOY

If you place first, second or third in any of the 2019 AAEA Design Award categories AND you have entered Cat. D18 DOY, then your Cat. D18 portfolio becomes eligible for consideration for AAEA Designer of the Year. We will add your winning category entries to your DOY portfolio for viewing by the judges so they will see them in addition to the original four-entry DOY portfolio you entered.



2020 AAEA DESIGN AWARDS DIVISION

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



Agriculture Division of DowDuPont™

2019 Design Categories

Cat. D01: Cover Page Design – Commercial

Submit PDF of cover design.

Cat. D02: Cover Page Design – Custom

Submit PDF of cover design.

Cat. D03: Single-Page Editorial Design – Commercial

Submit PDF of single-page design.

Cat. D04: Single-Page Editorial Design – Custom

Submit PDF of single-page design.

Cat. D05: Opening Page or Spread Design – Commercial

Submit PDF of only the opening page or spread, not entire article. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

Cat. D06: Opening Page or Spread Design – Custom

Submit PDF of only the opening page or spread, not entire article. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

Cat. D07: Two-Plus Page Design – Commercial

Submit multiple-page PDF. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

Cat. D08: Two-Plus Page Design – Custom

Submit multiple-page PDF. Spreads must be output as PDF spreads (click “save as spreads”). Please test before submitting.

Cat. D09: Special Editorial Section Design – Commercial/Custom. Mail-in entry only.

Submit a complete example of an editorial-controlled, single-subject section, clearly designated as a special section and distinguishable from other features in the issue. No advertorials or “special advertising sections.” Submit a PDF or a web link of the entry.

Cat. D10: Overall Magazine Design – Commercial. Mail-in entry only.

Submit a PDF or a web link of the entry.

Cat. D11: Overall Magazine Design – Custom Mail-in entry only.

Submit a PDF or a web link of the entry.

Cat. D12: Overall Magazine Design – Special Issues -- Commercial/Custom. Mail-in entry only.

Submit a PDF or a web link of the entry.

Cat. D13: Special Publication Design – Annual Reports, etc. – Commercial/Custom. Mail-in entry only.

Submit a PDF or a web link of the entry.



2020 AAEA DESIGN AWARDS DIVISION

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Agriculture Division of DowDuPont™

Cat. D14: Web Design – Electronic Newsletter/Magazine – Commercial/Custom

List URL where indicated on entry form for site to be judged “live” online. In Objectives PDF and in Comments section online, provide any log-in information judges need to gain access.

Cat. D15: Best Use of Typography – Commercial/Custom

Each entry is one specific situation of type use: a headline, a graphic element, a story start or an entire story layout if it reflects a typographical theme. Do not enter an entire publication issue or multiple and/or unrelated uses of type as a single entry in this category. Submit PDF.

Cat. D16: Best Use of Chart and Graph Material – Commercial/Custom

Each entry is one specific situation within or accompanying a story that uses a chart or graph to communicate information. Enter a PDF of the chart within the accompanying story (for context).

Cat. D17: Best Use of Photography in a Print Periodical - Commercial/Custom. **Mail-in entry only.**

Submit a PDF or a web link of the entry. Evaluation will be on the ability of the photographs to effectively communicate editorial messages.

Cat. D18: Designer of the Year Portfolio

Four entries from Cat. D01-D17 above, designed and executed solely by the entrant. See page 10 of this PDF for detailed instructions for how to enter this category: AAEA Designer of the Year.

**DEADLINE: May 8, 2020,
for entries and payment.***

DESIGN CHECKLIST

- Is your AAEA membership current?
- Was your entry published in print or online between April 16, 2019 and April 15, 2020?
- Have you listed the name and affiliation of the designer in the Credits section? In the event of a winning entry, this is the information that will be on the plaque or certificate.
- If submitting a Mail-in Only entry, have filled out the online form for each entry?



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.

Because of the COVID-19 pandemic, we understand that you are working from home and do not have easy access to the physical copies you need to submit for mail-in categories. To help make the entry process easier, we are removing the mail-in requirements for any award category. This year, you will have the option to upload a pdf or provide a web link. If you have any questions regarding this change, please do not hesitate to reach out to Awards Manager, Mary Kendall Dixon, mkdixon@asginfo.net.

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.



2020 AAEA DIGITAL & SOCIAL MEDIA AWARDS

The 2020 AAEA Digital & Social Media Awards are sponsored by the AAEA through funding provided by:



Digital & Social Media entries will be judged based on creativity, quality and clarity; the success of the tactic in meeting objectives (results); appropriateness and perceived value of the information for the target audience; and the entrant's proficiency in the category. Entries should be entered as either **Publishing** or **Marketing Communications** entries.

Digital & Social Media 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 in either section of DSM except in the Video Production categories where as many as three entries are allowed.
- In the Credits section of the entry page, list any special instructions about how to word the certificate or plaque if you win (if other than the names credited for the work).
- For all URLs, use a URL shortener like goo.gl, tinyurl.com, or bit.ly to shorten long links.
- **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.
- See individual category descriptions below and online to see what is to be submitted for each category. Note: on our entry website, the Digital & Social Media Division categories are listed in a dropdown menu. If you have questions about what to enter, please contact Mary Kendall Dixon by phone at 706-407-2550 or by email, mkdixon@asginfo.net.

Publishing Categories

For those involved in editorial writing for commercial or custom publications, electronic or print.

Cat. DP1: Podcasts

Enter an audio or video program produced solely to be downloaded to portable media players (iPods, iPads, MP3 players, etc.) or archived and streamed online. To enter video

and audio, paste the URL/Link from where the work is published or performed (YouTube, Vimeo, Issuu.com, etc.) in the URL/Link fields on the entry page. Do not upload MP3 or other A/V files directly. Type

log- in info in objectives section. See additional info online

Cat. DP2: Blogs

Enter a Web-based journal, or blog, whether part of a publication's website or standalone. (Publication articles/ columns that happen to also be posted online should be entered in the appropriate subject-matter category in the AAEA Writing Awards.) List URL(s) for 3 specific blog posts written by one person plus comments, posted between April 16, 2019, and April 15, 2020, or submit the posts and comments as a PDF. Type log-in info in objectives section. See additional info in category description online.

Cat. DP3: Websites

Enter an editorial website published by a publication. List URL(s) in the URL/Link fields on the entry page; type any log-on information a judge would need to view the content into the objectives section of the entry form.

Cat. DP4: Webinars

Enter media files of editorial content distributed using streaming media technology or provided for viewing/ downloading on a website. List URL(s) in the URL/Link fields on the entry page; type any log-in information a judge would need to view the content into the objectives section of the entry forms.

Cat. DP5: Social Media

Enter examples of the publication's use of social media, such as Facebook, Twitter, Foursquare, Google+, YouTube, LinkedIn, Instagram, etc. Submit screen captures/downloads or copies of key examples of their use. List URL(s) in the URL/Link fields on the entry page; type any log-in information a judge would need to view the content into the objectives section of the entry form.

Cat. DP6: Mobile/Tablet Technology Applications

Enter a smartphone or tablet application (app) offered by a publication. Submit PDF, JPEG or PNH of screen captures/ downloads and materials related to the app order page/ description. Provide URLs leading to apps in the URL/Link fields on the entry page, and include brief instructions on where and



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how to download the application in the objectives section of the entry form. Files of promotional or other materials related to the app may be uploaded as part of the entry.

Cat. DP7: Multimedia Story

Enter an online story or series that uses multimedia tools such as audio, video and/or photo galleries as part of the narrative process. List URL(s) in the URL/Link fields on the entry page; type any log-in information a judge would need to view the content into the objective section of the entry form.

Cat. DP8: Video Production

Enter one program/feature, special program/feature, documentary, or regularly produced program. Program/feature must have aired on a commercial/noncommercial broadcast station or on publisher's website or publisher's YouTube (or another video-publishing) channel. Please submit up to a 10-minute sample from the program/feature by providing the URL/link for video streaming or download. Please include any log-in instructions needed to view the video in the objectives section. Finally, if the program/feature is longer than 10 minutes, please denote the proper time data to ensure the 10-minute sample (at maximum) is accessible for evaluation purposes in the objective section. Limit to Three entries per publication/brand/organization.

Marketing Communications Categories

For those involved in marketing communications (i.e., public relations, media relations, etc.) for a company, agency, trade association or other non-publishing organization.

Cat. DM1: Podcasts

Enter an audio or video program produced solely to be downloaded to portable media players (iPods, iPads, MP3 players, etc.) or archived and streamed online for public relations or promotional purposes. To enter video and audio, paste the URL/Link from where the work is published or performed (YouTube, Vimeo, Issuu.com, etc.) in the URL/Link fields on the entry page. Do not upload MP3 or other files directly. Type any log-in information a judge would need to view the content into the objectives section of the entry form.

Cat. DM2: Blogs

Enter a Web-based journal, or blog, used for public relations, educational or promotional purposes. Provide URLs for 3 blog entries with comments, posted between April 16, 2019, and April 15, 2020. Or, submit PDF(s) of the posts & comments. type any log-in information a judge would need to view the content into

the objectives section of the entry. See Category description online for more information.

Cat. DM3: Websites

Enter a website used to promote a company/association product or service. Can be for an internal or external audience. List URL(s) in the URL/Link fields on the entry form; type any log-in information a judge would need into the objectives section of the entry.

Cat. DM4: Webinars

Enter media files of content distributed using streaming media technology or provided for viewing/downloading on a website. List URL(s) in the URL/Link fields on the entry form; type any log-in information a judge would need into the objectives section of the entry.

Cat. DM5: Social Media

Enter examples of innovative use of social media, such as Facebook, Twitter, Foursquare, Google+, YouTube, LinkedIn, Instagram, etc., to communicate with audiences for public relations, promotional or educational purposes. List site URLs in the URL/Link fields on the entry form; type any log-in information a judge would need into the objective section of the entry form.

Cat. DM6: Mobile/Tablet Technology Applications

Enter a smartphone or tablet application (app) used as of a public relations, promotional or educational program to reach an ag audience or to reach the general public on an agricultural topic. Upload PDF, JPEG, PNG and/or GIF files of materials related to the app order page/ description. Include brief instructions on where and how to download the application in the objective section of the entry.

Cat. DM7: Online Media Rooms/Media Kits/ Media Events

Enter Web-based or digital media materials produced by a company, association, agency or organization to provide resources for working media. May include internal or external sites; the media room section of a website; electronic product information; special media events delivered primarily through the Web, etc., but not media kits sent by publications to advertisers. (Media kits or events using primarily traditional delivery methods should be entered in the appropriate AAEA MarComm Awards category.) List the URL(s) on the entry form where indicated and type any log-in information a judge would need into the objectives section of the entry. Upload supplementary PDF files as part of the entry as appropriate.



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Cat. DM8 Video Production

Enter one program/feature, special program/feature, documentary, promotional segment or regularly produced program. Please submit up to a 10-minute sample from the program/feature by providing the URL/link for video streaming or download. Please include any log-in instructions needed to view the video in the objectives PDF. Finally, in the event that the program/feature is longer than 10 minutes, please denote the proper time data to ensure the 10-minute sample (at maximum) is accessible for evaluation purposes in the objectives section. Limit to Three entries per publication/brand/organization.

DIGITAL AND SOCIAL MEDIA 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 Comments section.

Questions about what or how to enter?

For all Divisions and any general award questions, contact
Mary Kendall Dixon at 706-407-2550 or by email to
mkdixon@asginfo.net

NOTE: Any material submitted as URLs must remain available online through July 2019.

For all URLs, use a URL shortener like goo.gl, tinyurl.com, or bit.ly to shorten long links submitted as entries in any Division.

Join us for the 22nd Annual

AGRICULTURAL MEDIA SUMMIT *in Kansas City, Missouri!*

JULY 25-29, 2020

The Agricultural Media Summit is a joint meeting of the American Agricultural Editors' Association, the Livestock Publications Council and the American Business Media Agri-Council. This industry-wide gathering of agricultural communicators offers one of the best opportunities for professional improvement and industry networking.

The AAEA 2020 Communications Awards will be presented during AMS.

For more information about AMS: www.agmediasummit.com