

Following is the application information for the Public Relations in Daily Efforts (PRIDE) awards program:

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## PRIDE Program

### PURPOSE

To recognize NACAA members or team of members for outstanding use of Public Relations in Daily Efforts that improve the understanding of agriculture in their communities.

### ELIGIBILITY

All entrants must be members of both their State and National Associations of County Agricultural Agents. Regarding Team entries, only the lead applicant of the team must be a member of the State and National Association. Public Relations efforts submitted for judging must have been conducted between January 1, 2002 and March 15, 2003. Previous regional winners are ineligible for a period of one year. State Public Relations Committee Chairs are eligible but must follow established guidelines.

### ENTRY

Each entry should follow the outline listed under the entry criteria section. The report should be typewritten and of sufficient length to cover each section of the entry criteria as outlined. Please title each section of your report according to the entry criteria. There is not a separate category for team entries. Please submit your entries in an assembled notebook, portfolio or similar type cover. Along with each entry, submit an abstract of 150-250 words based on the above criteria and on the abstract form as outlined on page 10. National winners will be asked to prepare additional materials in support of their entries for display at the NACAA Public Relations exhibit at the next annual meeting.

### ENTRY CRITERIA

Complete the general application form and send it with the following support materials.

County Situation (10 points possible). Describe your county situation; total acreage, farmed acreage, agricultural income, major crops and livestock, total population and farm vs. non-farm shares of total population; economic importance of agriculture, agribusiness and other industries, and community attitudes toward agriculture and public relations opportunities.

Public Relations Objective (30 points possible) Explain how and by whom objectives were established. List Public Relations objectives. They should be pertinent, realistic, specific,

measurable and aimed directly at achieving a better understanding of agriculture in your community. Explain the relationship of your objectives to the situation in your county.

Program Execution (30 points) Describe your Public Relations activities; what was done; your role and contributions; actions and responsibilities of others. Explain how activities related to objectives.

Results and Evaluation (30 points possible) Explain your results and how they relate to objectives. List number of persons reached personally through media, etc. Describe effects on attitudes toward agriculture.

### RECOGNITION AND AWARDS

All state, regional and national winners are encouraged to attend the national meeting to receive their award in person at the P.R.I.D.E Recognition Breakfast. National Winners must be present to win the award. Each state winner will receive a \$50 cash award and a certificate. Three National finalists will receive \$250. The National winner will receive a plaque and \$500. (A TEAM ENTRY WINNING AN AWARD WILL RECEIVE ONE CASH AWARD IN THE AMOUNT INDICATED. EACH TEAM MEMBER WILL RECEIVE THE APPROPRIATE CERTIFICATE/PLAQUE. **ALL AWARDS ARE NOT CUMULATIVE - National Finalists and National winner will only receive 1 award.**

### DEADLINE

March 15, 2003, is the deadline for submitting your entry to your State Program Recognition Council - Public Relations Chair (see pages 49-51). State winners should be selected and forwarded to Regional Vice-Chairs no later than April 5, 2003. Regional and National winners will be informed as judging is completed at those levels.

### Support provided by

**National Rural Electric Cooperative Association and National Rural Telecommunications Cooperative and NACAA**



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