



ANREP Awards Program 2007

PURPOSE

The ANREP Awards Program will foster high standards among its members and help expand the use of high quality, innovative materials and programs by honoring the outstanding members and partners as well as the educational materials and programs they have developed.

DEADLINE

Send nominations and educational materials via mail to **Joan Bradshaw**, ANREP Awards Chair, University of Florida IFAS Extension, 3650 W Sovereign Path, Ste 1, Lecanto FL 34461-8070.

Phone: (352) 527-5714, Fax: (352) 527-5748, Cell: (352) 258-4873, email: jpbradsh@ufl.edu

All nominations and supporting materials must be **received** (not just postmarked) by **Friday, March 30, 2007.**

Achievement Awards:

- o Early Career Leadership Award (details pg 5)
- o Career Leadership Award (details pg 6)
- o Individual Program Leadership Award (details pg 7)
- o Innovative Program Award Outstanding (details pg 8)
- o Team Award International Service Award (details pg 9)
- o Outstanding Team Award (details pg 10)
- o Partner Award (details pg 11)

Educational Materials Awards: (details pg 12-14)

- o Computerized Graphic Presentation/Slide Set
- o Computer Software/Application
- o Long Publication (6 or more pp.)
- o Mixed Materials
- o Newsletter/Series of Articles
- o Promotional Materials
- o Radio
- o Refereed Journal Article
- o Short Publication (5 or less pages)
- o Televised Conference/Videoconference
- o Video/DVD/CD



NOMINATION CRITERIA AND PROCEDURES:

Any ANREP member may nominate an educational material, but an ANREP member must have been significantly involved in producing the material (e.g., performed at least one of these functions: overall coordination, technical content, editing, graphics, photography, design and layout, computer programming, authorship or co-authorship, etc.).

Educational content must focus on natural resources (e.g., forest, wildlife, fisheries, water, range, recreation resources, etc.). Materials must be produced for use in an Extension program; although this requirement does not preclude their use by other organizations.

A material may be entered in only one year. It may be entered in another year if significant changes have been made to the original product. For judging in 2007, materials must have been produced or received by the intended audience during January 1 to December 31, 2006.

Submit a nomination statement for each class in which a material will be entered. A material may be entered in more than one class if it meets class criteria. Send only one copy of a material even if you want to enter it in more than one class. If you are uncertain which class a material best fits, nominate it for all classes where it might fit. Judges may move an entry to a different class if they think it has been misclassified or if it “fits” into more than one class.

Educational materials will be returned only if the nominator sends a check (payable to ANREP) equal to 150% of the return postage, to cover postage and packaging.



HOW TO SUBMIT A NOMINATION:

A complete nomination consists of a nomination statement in both e-mail and hard-copy format, and a hard copy of the material being nominated (except for web pages).

Send these nomination materials to: **Joan Bradshaw, ANREP Awards Chair, University of Florida IFAS Extension, 3650 W Sovereign Path, Ste 1, Lecanto FL 34461-8070.**

Phone: (352) 527-5714, Fax: (352) 527-5748, Cell: (352) 258-4873, email: jpbradsh@ufl.edu

The nomination statement, not exceeding three 8-1/2" x 11" pages, must include the following information in the order specified:

1. EDUCATIONAL MATERIALS AWARD: (Insert the particular Class Name here)
2. NOMINATOR: name, title, address, telephone, e-mail address
3. OTHER ANREP-MEMBER PARTICIPANTS: List names and affiliations for all other ANREP members involved in producing the nominated materials.
3. DO YOU WANT MATERIALS RETURNED TO YOU? No Yes (If yes, submit check payable to ANREP, equal to 150% of return postage)
4. TITLE OF EDUCATIONAL MATERIAL (include web address for web page(s) and full citation for refereed journal articles)
5. DESCRIPTION
 - o target audience
 - o issue addressed
 - o how the product will be used with, distributed, or marketed to the target audience expected
 - o outcome (what the audience will do as a result of using this material and learning this information)
 - o evaluation results (or plans)
 - o role of ANREP member(s) in producing the material any other information the nominator thinks is relevant to judging this material.



JUDGING CRITERIA:

Judges will evaluate these basic factors, depending on the type of material:

- o **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- o **Editing.** Is the text (or script for a sound track) written with a vocabulary, grammar, and sentence length that will be understood easily by the target audience? Are spelling and punctuation correct.
- o **Graphics.** Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- o **Design.** Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?
- o **Sound Track** (use if relevant). Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?

Evaluation. Are there evaluation plans or results; are they positive; have they been used to improve the material?

JUDGES: Judging rotates to a different region each year. In 2007, judging will be coordinated by the Southeast Region. At least three judges will evaluate all materials in a class.

AWARD NOTIFICATION: Notifications of successful award winners will be emailed to winners after Monday, April 30, 2007. Award winners will be announced on the ANREP Web page and in its newsletter.

TYPE OF AWARD: Up to three awards may be given in each class, including Gold (first place), Silver (second place), and Bronze (third place). Depending on the number and quality of materials in a class, judges may give fewer awards and may give lower level awards without giving higher level awards. Gold Awards are wooden plaques with certificates mounted on them; Silver and Bronze Awards are certificates naming the educational material class and title of the educational material.

FOR MORE INFORMATION CONTACT:

Joan Bradshaw, ANREP Awards Chair, University of Florida IFAS Extension,
3650 W Sovereign Path, Ste 1, Lecanto FL 34461-8070.

Phone: (352) 527-5714

Fax: (352) 527-5748



EARLY CAREER LEADERSHIP AWARD

PURPOSE: This award recognizes achievements of ANREP members with less than five years of Extension service who exhibit leadership and excellence in planning, designing, delivering, and evaluating Extension natural resources programs. An Extension program is a set of educational materials and events aimed at a particular audience over a short or long time period.

TYPE OF AWARD: Certificate mounted on a wooden plaque with the recipient's name. One award every other year. A member may receive this award only once in a lifetime.

NOMINATION PROCEDURES: The nomination may be made by anyone that has direct knowledge of the nominee's Extension achievements. Self-nominations are not permitted, but nominees may provide information to the nominator for possible inclusion in the nomination statement.

The nomination shall include:

- A. A resume from the nominee, not exceeding 10 pages, that includes the nominee's education (degrees, year, major, institution), employment experience starting with current position (title, employer, location, dates, brief job description), Extension accomplishments, and other information as appropriate (e.g., publications, grants, awards, etc.).
- B. A statement prepared by the nominator, not exceeding three 8-1/2" x 11" pages, that includes the following information in the order specified:
 1. AWARD NAME: EARLY CAREER LEADERSHIP AWARD
 2. NOMINATOR: Full name, title, address, telephone number, e-mail address.
 3. NOMINEE: Full name, title, address, telephone number, e-mail address.
 4. PROGRAM ACCOMPLISHMENTS: Extension career highlights explaining the professional and leadership role the nominee has played in administering, planning, designing, delivering, and evaluating strong Extension policies, procedures, or programs at the state, regional, national, or international levels. Clearly explain the role the nominee's program has played in preparing people and/or communities to address critical social, economic and/or environmental issues. Describe: issue(s) addressed, resources involved (people, agencies/cooperators, funds, supplies or equipment), target audience(s), educational methods, results (impacts on people, communities, or natural resources), implications for future programs.

JUDGING CRITERIA: Considering the nominee's education, employment record, current position, and years of Extension experience, how well has the nominee: defined an issue, identified a target audience, planned educational methods appropriate for the issue and audience, used resources, delivered or administered an educational program, and evaluated results.

JUDGES: The Awards Committee will evaluate nominations and make recommendations to the Executive Committee which will make a final decision.



CAREER LEADERSHIP AWARD

PURPOSE: This award recognizes achievements of experienced ANREP members who exhibit leadership and excellence in planning, designing, delivering, and evaluating Extension natural resources programs throughout their careers. An Extension program is a set of educational materials and events aimed at a particular audience over a short or long time period. .

TYPE OF AWARD: Certificate mounted on a wooden plaque with the recipient's name. One award every other year. A member may receive this award only once in a lifetime.

NOMINATION PROCEDURES: The nomination may be made by anyone that has direct knowledge of the nominee's Extension achievements. Self-nominations are not permitted, but nominees may provide information to the nominator for possible inclusion in the nomination statement. The nomination shall include:

- A. A resume from the nominee, not exceeding 10 pages, that includes the nominee's education (degrees, year, major, institution), employment experience starting with current position (title, employer, location, dates, brief job description), Extension accomplishments, and other information as appropriate (e.g., publications, grants, awards, etc.).
- B. A statement prepared by the nominator, not exceeding three 8-1/2" x 11" pages, that includes the following information in the order specified:
 1. AWARD NAME: CAREER LEADERSHIP AWARD
 2. NOMINATOR: Full name, title, address, telephone number, e-mail address.
 3. NOMINEE: Full name, title, address, telephone number, e-mail address.
 4. PROGRAM ACCOMPLISHMENTS: Extension career highlights explaining the professional and leadership role the nominee has played in administering, planning, designing, delivering, and evaluating strong Extension policies, procedures, or programs at the state, regional, national, or international levels. Clearly explain the role the nominee's program has played in preparing people and/or communities to address critical social, economic and/or environmental issues. Describe: issue(s) addressed, resources involved (people, agencies/cooperators, funds, supplies or equipment), target audience(s), educational methods, results (impacts on people, communities, or natural resources), implications for future programs.

JUDGING CRITERIA: Considering the nominee's education, employment record, current position, and years of Extension experience, how well has the nominee: defined an issue, identified a target audience, planned educational methods appropriate for the issue and audience, used resources, delivered or administered an educational program, and evaluated results.

JUDGES: The Awards Committee will evaluate nominations and make recommendations to the Executive Committee which will make a final decision.



INDIVIDUAL PROGRAM LEADERSHIP AWARD

PURPOSE: This award recognizes achievements of ANREP members who exhibit leadership and excellence in planning, designing, delivering, and evaluating a specific Extension natural resources program. An Extension program is a set of educational materials and events aimed at a particular audience over a short or long time period.

TYPE OF AWARD: Certificate mounted on a wooden plaque with the recipient's name. One award every other year. A member may receive this award more than once, but only for distinctly different programs.

NOMINATION PROCEDURES: The nomination may be made by anyone that has direct knowledge of the nominee's Extension achievements. Self-nominations are not permitted, but nominees may provide information to the nominator for possible inclusion in the nomination statement.

The nomination shall include a statement prepared by the nominator, not exceeding three 8-1/2" x 11" pages, that includes the following information in the order specified:

1. AWARD NAME: INDIVIDUAL PROGRAM LEADERSHIP AWARD
2. NOMINATOR: Full name, title, address, telephone number, e-mail address.
3. NOMINEE: Full name, title, address, telephone number, email address.
4. PROGRAM ACCOMPLISHMENTS: Explain the professional and leadership role the nominee has played in administering, planning, designing, delivering, and evaluating an Extension education program at the county, state, regional, national, or international level. Clearly explain the role the nominee's program has played in preparing people and/or communities to address critical social, economic and/or environmental issues. Describe: issue addressed, resources involved (people, agencies/cooperators, funds, supplies or equipment), target audience, educational methods, results (impacts on people, communities, or natural resources), implications for future programs.

JUDGING CRITERIA: Considering the nominee's education, employment record, current position, and years of Extension experience, how well has the nominee: defined an issue, identified a target audience, planned educational methods appropriate for the issue and audience, used resources, delivered or administered an educational program, and evaluated results.

JUDGES: The Awards Committee will evaluate nominations and make recommendations to the Executive Committee which will make a final decision.



INNOVATIVE PROGRAM AWARD

PURPOSE: This award recognizes an especially innovative Extension natural resources program – a set of educational materials and events aimed at a specified audience to address a particular issue. It recognizes unique, cutting edge, risk-taking programs that succeed in meeting their objectives. At least one ANREP member must have a significant role in conducting the program.

TYPE OF AWARD: Certificate mounted on a wooden plaque with the program name and names of program leaders. One award every other year. All ANREP members that were significantly involved in conducting the program will receive a certificate.

NOMINATION PROCEDURES: The nomination may be made by anyone that has direct knowledge of the Extension program. Nominations by leaders of the innovative program are encouraged. The nomination shall include a statement prepared by the nominator, not exceeding three 8-1/2" x 11" pages, that includes the following information in the order specified:

1. AWARD NAME: INNOVATIVE PROGRAM AWARD
2. NOMINATOR: Full name, title, address, telephone number, e-mail address.
3. NOMINEE: Program title; program leader names, titles, employers, ANREP membership (yes or no), and for ANREP members only: address, telephone number, e-mail address.
4. PROGRAM DESCRIPTION: Describe the issue addressed, target audience, objectives, educational methods and materials, resources involved (people, agencies/cooperators, funds, supplies or equipment), evaluation results if known (impacts on people, communities, or natural resources), and implications for future programs. Explain what makes the program innovative (unique, cutting edge, risk-taking). Explain the role that ANREP members played in administering, planning, designing, delivering, and evaluating this innovative program.

JUDGING CRITERIA: Considering the objectives, audience and methods, how innovative is this program? What makes it a unique, cutting edge, risk-taking program that also is successful in reaching its objectives? What is its potential to expand, be replicated, or lead to changes in other programs that would benefit from this innovation?

JUDGES: The Awards Committee will evaluate nominations and make recommendations to the Executive Committee which will make a final decision.



INTERNATIONAL SERVICE AWARD

PURPOSE: This award recognizes ANREP members who have exhibited leadership and excellence in planning, designing, delivering, and evaluating Extension natural resources programs in another country or countries through in-state and/or overseas work.

TYPE OF AWARD: Certificate mounted on a wooden plaque with the recipient's name. One award every other year. A member may receive this award only once in a lifetime.

NOMINATION PROCEDURES: The nomination may be made by anyone with direct knowledge of the nominee's Extension achievements. Self-nominations are not permitted, but nominees may provide information to the nominator for possible inclusion in the nomination statement. The nomination shall include:

A. A resume from the nominee, not exceeding 10 pages, that includes the nominee's education (degrees, year, major, institution), employment experience starting with current position (title, employer, location, dates, brief job description), Extension accomplishments emphasizing international service, and other appropriate information (e.g., publications, grants, awards, etc.).

B. A statement prepared by the nominator, not exceeding three 8-1/2" x 11" pages, that includes the following information in the order specified:

1. AWARD NAME: INTERNATIONAL SERVICE AWARD
2. NOMINATOR: Full name, title, address, telephone number, e-mail address.
3. NOMINEE: Full name, title, address, telephone number, e-mail address.
4. PROGRAM ACCOMPLISHMENTS: Explain the professional and leadership role the nominee has played in administering, planning, designing, delivering, and evaluating an Extension natural resources education program at the international level. Examples include, but are not limited to:
 - o Taught/trained foreign students (participants) in the United States how to organize and carry out Extension education programs in their home country.
 - o Provided technical assistance in a cooperating/host country(s).
 - o Implemented new ideas and/or research results in a cooperating/host country(s).
 - o Assisted regularly with educational programs in a cooperating/host country(s), as a lecturer/instructor or counselor/advisor.

Demonstrated competence in program leadership in education, review and/or evaluation resulting in a significant contribution to the population and the government of the involved country.

JUDGING CRITERIA: Considering the nominee's education, employment record, current position, and years of Extension experience, how well has the nominee: defined issues, identified target audiences, planned educational methods appropriate for the issues and audiences, used resources, delivered or administered an educational program, and evaluated results.

JUDGES: The Awards Committee will evaluate nominations and make recommendations to the Executive Committee which will make a final decision.



OUTSTANDING TEAM AWARD

PURPOSE: This award recognizes achievements of interdisciplinary, interagency, and/or other teams that exhibit leadership and excellence in planning, designing, delivering, and evaluating an Extension natural resources program. An education program is a set of educational materials and events aimed at a particular audience over a short or long time period. A team must be composed of at least 3 people but not more than 15. At least one ANREP member must be a team member and only ANREP members may receive awards.

TYPE OF AWARD: Certificate mounted on a wooden plaque with the team name and ANREP member's name. One team award every other year. All ANREP members that are team members will receive a certificate. An ANREP member may receive this award more than once, but only for participation on distinctly different teams.

NOMINATION PROCEDURES: The nomination may be made by anyone that has direct knowledge of the team's Extension achievements. Self-nominations are permitted and encouraged. The nomination statement, not exceeding three 8-1/2" x 11" pages, must include the following information in the order specified:

1. AWARD NAME: OUTSTANDING TEAMAWARD
2. NOMINATOR: Full name, title, address, telephone number, e-mail address.
3. NOMINEE: Team name; all member names, titles, employers, ANREP membership (yes or no); and for ANREP members only: address, telephone number, e-mail address.
4. PROGRAM ACCOMPLISHMENTS: Explain the team's professional and leadership role in administering, planning, designing, delivering, and evaluating an Extension natural resource program at the county, state, regional, national, or international level. Clearly explain the role the team's program has played in preparing people and/or communities to address critical social, economic and/or environmental issues. Describe the issue addressed, resources involved (people, agencies/cooperators, funds, supplies or equipment), target audience, educational methods, results (impacts on people, communities, or natural resources), implications for future programs.

JUDGING CRITERIA: How well has the team: defined an issue, identified a target audience, planned educational methods appropriate for the issue and audience, used resources, delivered or administered an educational program, and evaluated results.

JUDGES: The Awards Committee will evaluate nominations and make recommendations to the Executive Committee which will make a final decision.



PARTNER AWARD

PURPOSE: This award recognizes individuals, organizations, and institutions that provide outstanding support to ANREP or to the Extension natural resources programs in which ANREP members participate.

TYPE OF AWARD: Certificate mounted on a wooden plaque. There is no limit to the number of awards that may be presented in a single year, but as a general rule no more than three such awards will be presented annually.

NOMINATION PROCEDURES: Any ANREP member may submit a nomination. Recipients may not be ANREP members. Nominees may include Extension administrators or other faculty that are not ANREP members, individuals not employed by Extension, agencies, organizations, and businesses. The nomination statement, not exceeding three 8-1/2" x 11" pages, must include the following information in the order specified:

1. AWARD NAME: PARTNER AWARD
2. NOMINATOR: Full name, title, address, telephone number, e-mail address.
3. NOMINEE: Full name (and contact person if it's an organization), title (if it's an individual), address, telephone number, e-mail address.
4. ACCOMPLISHMENTS: Describe how the nominee supported one or more of ANREP's objectives:
 - 1) To bring together forest, wildlife, fisheries, water, range, and recreation resource extension professionals to discuss natural resource issues, needs and opportunities of mutual interest; and to facilitate information sharing.
 - 2) To promote cooperation on natural resource issues and educational and training efforts between the various states and regions, as well as between governmental agencies, private natural resources groups, related industries, and other natural resource professionals.
 - 3) To discuss, develop, sponsor, and promote educational and training programs and activities which will advance the practice of natural resource management.
 - 4) To provide support and promote activities and programs at the national level that advance natural resource management, education, training, and diversity in the work force.
 - 5) To advance the professional status of natural resource extension professionals by encouraging professional self-improvement.
 - 6) Strengthen communication with Extension Administration.

JUDGING CRITERIA: What is the national significance of the nominee's short-term or long term support toward ANREP's objectives?

JUDGES: The Awards Committee will evaluate nominations and make recommendations to the Executive Committee which will make a final decision.



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

PURPOSE: These annual awards recognize outstanding Extension natural resources educational materials in twelve classes. Judging will emphasize the usefulness of an educational material to a target audience. Awards are intended for materials developed principally by ANREP members, unless otherwise specified in the class description.

CLASS DESCRIPTIONS AND SUBMISSION REQUIREMENTS:

Materials must have been produced or received by the intended audience during the previous calendar year, January 1 to December 31, 2006.

Computerized Graphic Presentation/Slide Set

This class includes slide sets and computerized graphic presentations (e.g., Power Point) that were designed for and are available to other educators. For slide sets, submit one slide set and a written script. If there is an audio tape of the script, do not send the tape, but include a note indicating that a tape is available. For computerized graphic presentations, submit a hard copy printout of each page in the presentation and a computer disk or CD, or send the Power Point presentation as an e-mail attachment (may not work with very large Power Points). Describe the equipment needed to operate the computerized graphic presentation. (See page 15 for judging criteria.)

Computer Software/Application

This class includes computer software for processing information or data. Submit one copy of the item (computer disk or CD) and a description of the computer equipment necessary to operate it. If the item is available in different computer formats or languages, submit one copy in each format so that judges have a greater likelihood of being able to use it. (See page 16 for judging criteria.)

Long Publication

This class includes single publications with 6 or more pages or multiple publications focused on a theme that collectively have 6 or more pages. Submit one publication or submit one of each, if there is a series. (See page 17 for judging criteria.)

Mixed Materials

This class includes combinations of different types of educational and promotional materials focused on a single extension program. For example, there may be a publication, video, web page, series of news releases, and magnet with an educational message associated with an issue. These educational materials may be submitted under their individual classes as well as the Mixed Materials class. Submit one copy of each item. Refer to the other class descriptions above for further guidance on what to submit. (See page 18 for judging criteria.)



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

Newsletter/Series of Articles

This class includes newsletters (including digital/electronic newsletters) that are distributed to a targeted list of people on a planned schedule at least two times per year or a series of articles published in a newspaper, magazine, or newsletter not controlled by Extension. Submit two different newsletters or articles from the series. If digital/electronic, then submit in digital form. Include a description of the publication name, type, and frequency. (See page 19 for judging criteria.)

Promotional Materials

This class includes any materials (e.g., brochure, letter, video, newspaper, radio or television advertisement, magnet, cup, etc.) used to promote an educational event or product. Submit one copy of a promotional material. If there are several promotional materials related to the same program or product, submit one copy of each and include an explanation about how this package of materials was (will be) used. (See page 20 for judging criteria.)

Radio

This class includes single radio programs and a series of programs focused on a theme. Programs may originally have been broadcast in pre-recorded or live formats. Submit one audio tape of the program or series of programs, but not more than 30 minutes of audio tape in total. (See page 21 for judging criteria.)

Refereed Journal Article

This class includes articles published in a refereed journal, including electronic journals. The primary emphasis of the article must be Extension natural resources. Examples include articles describing target audience surveys to assess educational needs, articles describing the evaluation and impact of an Extension natural resources program, how a program was carried out, or review articles on Extension natural resource-related subjects. Articles must have been published in the previous calendar year (not just submitted or accepted). (See page 22 for judging criteria.)

Short Publication

This class includes single publications with 5 or fewer pages or multiple publications focused on a theme that collectively have 5 or fewer pages. Submit one publication or submit one of each, if there is a series. (See page 23 for judging criteria.)



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

Television/Videoconference

This class includes live television broadcasts (or cable), pre-recorded broadcasts (or cable), Video conferences, television programs in a series, and computer-based video conferencing. Submit one video (tape, CD, DVD, etc.) of the television program or videoconference. If there are several programs in a series, include a video of one program and include a brief content description of the other programs. Include a description of how the program was promoted and its estimated audience size. Include copies of any supporting educational materials used by the audience during the program. (See page 24 for judging criteria.)

Video/DVD/CD

This class includes a single video in any digital format (tape, CD, DVD, etc.) as well as a series of videos focused on a theme. Submit one tape, DVD, etc. If the item is part of a series, submit one item from the series (up to 30 minutes of video, if there are several short videos. This class is not meant for video specifically designed for broadcast or video conference use (see Television/Videoconference class). (See page 25 for judging criteria.)

Web Page

This class includes Web pages and Web-based courses. Submit the URL (Web page address). Judges will look up this Web page and evaluate it on-line. If a password is required, please provide a password or instructions to enter the site. If there are supporting written materials necessary for web-based courses, submit one copy of each item. (See page 26 for judging criteria.)



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Computerized Graphic Presentation/Slide Set

This class includes slide sets and computerized graphic presentations (e.g., Power Point) that were designed for and are available to other educators. For slide sets, submit one slide set and a written script. If there is an audio tape of the script, do not send the tape, but include a note indicating that a tape is available. For computerized graphic presentations, submit a hard copy printout of each page in the presentation and a computer disk or CD, or send the Power Point presentation as an e-mail attachment (may not work with very large Power Points). Describe the equipment needed to operate the computerized graphic presentation.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Is the text (or script for a sound track) written with a vocabulary, grammar, and sentence length that will be understood easily by the target audience? Are spelling and punctuation correct.
- 15 _____ C. **Graphics.** Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Design.** Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?
- 15 _____ E. **Sound Track** (use if relevant). Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?
- 15 _____ F. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 100 _____ Total Points (85 total points if criterion E is irrelevant; 85 total points if criterion F is dropped; 70 total points if both E and F are irrelevant).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Computer Software/Application

This class includes computer software for processing information or data. Submit one copy of the item (computer disk or CD) and a description of the computer equipment necessary to operate it. If the item is available in different computer formats or languages, submit one copy in each format so that judges have a greater likelihood of being able to use it.

Total Points

Points Awarded Judging Criteria:

- | | | |
|----|-------|--|
| 20 | _____ | A. Content. Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified? |
| 20 | _____ | B. Editing. Does the text or script use a vocabulary, grammar, and sentence length that will be understood easily by the target audience? |
| 15 | _____ | C. Graphics and Text. Are graphics (e.g., drawings, charts, photographs) and printed text used where appropriate, designed and labeled so their meaning is clear, and of high visual quality? |
| 15 | _____ | D. Sound Track. Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included? |
| 15 | _____ | E. Evaluation. Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done. |
| 85 | _____ | Total Points (70 total points if criterion D is irrelevant; 70 total points if criterion F is dropped; 55 total points if both D and E are irrelevant). |



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Long Publication

This class includes single publications with 7 or more pages or multiple publications focused on a theme that collectively have 25 or more pages. Submit one publication or submit one of each, if there is a series.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Is the text (or script for a sound track) written with a vocabulary, grammar, and sentence length that will be understood easily by the target audience? Are spelling and punctuation correct.
- 15 _____ C. **Graphics.** Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Design.** Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?
- 15 _____ E. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 85 _____ Total Points (70 total points if criterion E is dropped).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Mixed Materials

This class includes combinations of different types of educational and promotional materials focused on a single extension program. For example, there may be a publication, video, web page, series of news releases, and magnet with an educational message associated with an issue. These educational materials may be submitted under their individual categories as well as the Mixed Materials class. Submit one copy of each item. Refer to the other class descriptions for further guidance on what to submit.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Does the text or script use a vocabulary, grammar, and sentence length that will be understood easily by the target audience?
- 15 _____ C. **Graphics.** Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Design.** Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?
- 15 _____ E. **Sound Track.** Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?
- 15 _____ F. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 100 _____ Total Points (85 total points if criterion E is irrelevant; 85 total points if criterion F is dropped; 70 total points if both E and F are not relevant).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class – Newsletter/Series of Articles

This class includes newsletters (including digital/electronic newsletters) that are distributed to a targeted list of people on a planned schedule at least two times per year or a series of articles published in a newspaper, magazine, or newsletter not controlled by Extension. Submit two different newsletters or articles from the series. If digital/electronic, then submit in digital form. Include a description of the publication name, type, and frequency.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Is the text (or script for a sound track) written with a vocabulary, grammar, and sentence length that will be understood easily by the target audience? Are spelling and punctuation correct.
- 15 _____ C. **Graphics.** Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Design.** Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?
- 15 _____ E. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 85 _____ Total Points (70 total points if criterion E is dropped).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Promotional Materials

This class includes any materials (e.g., brochure; letter; video; newspaper, radio or television advertisement; magnet; cup, etc.) used to promote an educational event or product. Submit one copy of a promotional material. If there are several promotional materials related to the same program or product, submit one copy of each and include an explanation about how this package of materials was (will be) used.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Is the text (or script for a sound track) written with a vocabulary, grammar, and sentence length that will be understood easily by the target audience? Are spelling and punctuation correct.
- 15 _____ C. **Graphics.** Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Design.** Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?
- 15 _____ E. **Sound Track** (use if relevant). Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?
- 15 _____ F. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 100 _____ Total Points (85 total points if criterion E is irrelevant; 85 total points if criterion F is dropped; 70 total points if both E and F are not relevant).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Radio

This class includes single radio programs and a series of programs focused on a theme. Programs may be pre-recorded or live formats. Submit one audio tape of the program or series of programs, but not more than 30 minutes of audio tape in total.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Does the script (or text) use a vocabulary, grammar, and sentence length that will be understood easily by the target audience?
- 15 _____ C. **Sound Track.** Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?
- 15 _____ D. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.

70 Total Points (55 total points if criterion D is dropped).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class – Refereed Journal Article

This class includes articles published in a refereed journal, including electronic journals. The primary emphasis of the article must be Extension natural resources. Examples include articles describing target audience surveys to assess educational needs, articles describing the evaluation and impact of an Extension natural resources program, how a program was carried out, or review articles on Extension natural resource-related subjects. Articles must have been published in the previous calendar year (not just submitted or accepted).

Total Points

Points Awarded Judging Criteria:

60 _____ **A. Content.** Is the content useful to an Extension audience, correct, well organized, and presented in a logical flow?

20 _____ **B. Scope.** Does the article deal with topics or issues of local, regional, national, or international importance?

20 _____ **C. Impact.** What might the article’s likely impact be on other’s Extension programs? What evidence is there of such impact?

100 _____ Total Points



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Short Publication

This class includes single publications with 5 or fewer pages or multiple publications focused on a theme that collectively have 5 or fewer pages. Submit one publication or submit one of each, if there is a series.

Total Points

Points Awarded Judging Criteria:

- | | | |
|----|-------|---|
| 20 | _____ | A. Content. Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified? |
| 20 | _____ | B. Editing. Is the text (or script for a sound track) written with a vocabulary, grammar, and sentence length that will be understood easily by the target audience? Are spelling and punctuation correct. |
| 15 | _____ | C. Graphics. Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality? |
| 15 | _____ | D. Design. Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws? |
| 15 | _____ | E. Evaluation. Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done. |
| 85 | _____ | Total Points (70 total points if criterion E is dropped). |



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Television/Videoconference

This class includes live television broadcasts (or cable), pre-recorded broadcasts (or cable), videoconferences, television programs in a series, and computer-based video conferencing. Submit one video (tape, CD, DVD, etc.) of the television program or videoconference. If there are several programs in a series, include a video of one program and include a brief content description of the other programs. Include a description of how the program was promoted and its estimated audience size. Include copies of any supporting educational materials used by the audience during the program.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Does the script use a vocabulary, grammar, and sentence length that will be understood easily by the target audience?
- 15 _____ C. **Graphics and Text.** Are graphics (e.g., drawings, charts, photographs) and printed text used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Sound Track.** Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?
- 15 _____ E. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 85 _____ Total Points (70 total points if criterion E is dropped).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class – Video/DVD/CD

This class includes a recorded single video in any digital format (tape, CD, DVD, etc.) as well as a series of videos focused on a theme. Submit one tape, DVD, etc. If the item is part of a series, submit one item from the series (or up to 30 minutes of video if there are several short videos), and include a brief content description of the other videos. This class is not meant for video specifically designed for broadcast or videoconference use (see Television/Videoconference class).

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Does the script use a vocabulary, grammar, and sentence length that will be understood easily by the target audience?
- 15 _____ C. **Graphics and Text.** Are graphics (e.g., drawings, charts, photographs) and text used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Sound Track.** Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?
- 15 _____ E. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 85 _____ Total Points (70 total points if criterion E is dropped).



2007 OUTSTANDING EDUCATIONAL MATERIALS AWARDS

ANREP AWARD RATING

Class - Web Page

This class includes Web pages and Web-based courses. Submit the URL (Web page address).

Judges will look up this Web page and evaluate it on-line. If a password is required, please provide a password or instructions to enter the site. If there are supporting written materials necessary for web-based courses, submit one copy of each item.

Total Points

Points Awarded Judging Criteria:

- 20 _____ A. **Content.** Is the content useful to the target audience, correct, well organized, and presented in a logical flow? Is the target audience identified?
- 20 _____ B. **Editing.** Does the text or script use a vocabulary, grammar, and sentence length that will be understood easily by the target audience?
- 15 _____ C. **Graphics.** Are graphics (e.g., drawings, charts, photographs) used where appropriate, designed and labeled so their meaning is clear, and of high visual quality?
- 15 _____ D. **Design.** Is the overall layout and design appealing and useful to the audience? Are there layout or design flaws?
- 15 _____ E. **Sound Track.** Is the sound track clear; are speakers articulate; are appropriate natural sounds from the environment included?
- 15 _____ F. **Evaluation.** Are there evaluation results; are they positive; have they been used to improve the material? May drop criterion and points if evaluation not done.
- 100 _____ Total Points (85 total points if criterion E is irrelevant; 85 total points if criterion F is dropped; 70 total points if both E and F are irrelevant).