

# West Virginia AgriTOURISM

## 2017 Media Awards

*Celebrating and sharing the farms and rural communities of West Virginia.*

### **Purpose:**

Agritourism Media Awards celebrates and recognizes excellence in the advertising and promotion of West Virginia Agritourism destinations and attractions.

### **Entry:**

- Entry is free to qualified entities.
- Ribbons and recognition will take place during the 2017 Small Farm Conference - February 12-14, 2017.
- Submission of entries will be accepted until the close of business, Friday, January 27, 2017.
- All submissions and winner's materials must stay in place until the conclusion of the Small Farms Conference. Awards and submissions will be mailed to recipients unable to participate at the conclusion of the conference.

### **Guidelines:**

- Decision of the judges is final.
- Entry items must be intended for distribution to the general public and directly related to the actual event or service.
- Submissions agree to allow their event and entry to be available for promotion and future program publicity.
- All submissions should be in good condition and suitable for mounting.
- You must use a plastic sleeve or other protection to mail your entry.

### **Judging Criteria:**

Promotional material should be:

- Informative
- Motivational
- Based on a central theme
- Appropriate for the activities and audience
- Excellently produced

When there is no competition, a ribbon may be given (if worthy).  
If in a class no exhibits are worthy, ribbons will not be awarded.

### **Entry Categories:**

Be sure to clearly mark your entry as one of the following categories:

- Best printed promotional material for an attraction or event
  - Best website for an agriculture entity
  - Best social media campaign, any Agritourism entity or event
  - Best photo depicting West Virginia Agritourism
  - Best Agritourism Video (3 minutes or less)
  - Newspaper and Magazine Article
  - Best TV or Radio Agritourism Story (provide a digital copy or URL)
- **Photo entries:** Submit one quality photo with your entry. Provide a brief caption on the back of the entry and photo credits.
- **Website entries:** The nature of many websites does not allow full printing for display purposes. To enter this category, please submit the exact URL address for the home page of your site. Print out a cover sheet with a logo or other representation of your website or organization. On the back submit the completed entry form. Be sure to clearly identify the home page of your site so that the judges can review your submission and explore the functionality of your site.
- **Video entries:** The video needs to be during one of your scheduled events at the farm and no longer than 3 minutes.
- **Social Media Entries:**
1. Amount of time that entity has had in social media applications/number of applications (correlated; length of time versus total number of platforms considered---not just a quantitative criteria)
  2. Branding consistency throughout social media platforms
  3. Integration of social media applications with other marketing techniques (i.e. reference back to website)
  4. Frequency and timeliness of posts/updates
  5. Call to action/engagement of social media users; interactivity
  6. Community stewardship (interaction with community, similar enterprises, other West Virginia Agritourism activities)
  7. Functionality/ease of use (can non-computer owners interact or contact entity or receive information.
  8. Visual appeal (i.e. attractive photos, backgrounds, etc.)

### **Your entries must include a label on the back of with the following information:**

- Name of organization/entity
- Category entered (see below)
- Contact information for entrant including email
- Distribution information (i.e.: Number of copies printed, number of web impressions, where was the material distributed, what were the results, how effective was the promotional effort). Remember, this is your chance to "pitch your piece."

### **All entry materials should be mailed to:**

West Virginia Department of Agriculture  
Communications & Marketing Division  
attn: Beth Southern  
1900 Kanawha Blvd., East  
Charleston, WV 25305

*Please note entries must be received  
by the close of business on Jan. 27, 2017.*



**Questions? Contact:** Beth Southern (304) 558-3708 or bsouthern@wvda.us



# Media Awards ENTRY FORM 2017

Name of Event or Attraction: \_\_\_\_\_

Person Submitting Entry: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**If entering the social media campaign or website categories, please provide the following additional information, if available:**

Website \_\_\_\_\_

Facebook \_\_\_\_\_

Twitter \_\_\_\_\_

Instagram \_\_\_\_\_

SnapChat \_\_\_\_\_

YouTube Channel \_\_\_\_\_

Pinterest Page \_\_\_\_\_

Other: (add as many as you would like; list social media source and how the judges can get to your page):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Entry Category:

Be sure to clearly mark your entry into one of the following categories:

- 1. ( ) Best printed material for an attraction or event.
- 2. ( ) Best website for an agritourism entity.
- 3. ( ) Best social media campaign, any Agritourism entity or event (see below).
- 4. ( ) Best photo depicting West Virginia Agritourism (showing agritourism interaction)
- 5. ( ) Best Agritourism Video (3 minutes or less)
- 6. ( ) Newspaper and Magazine Article
- 7. ( ) Best TV or Radio Agritourism Story (provide a digital copy or URL)

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### Checklist for submission(s):

- Submitted a separate entry form for each submission
- Provided the requested information on the back of your entry
- Provided the correct website address for your entry (if applicable)
- Provided a caption and photo credit (if applicable)
- Mailed your entry to arrive before Jan. 27, 2017

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DEPT. OF AGRICULTURE USE ONLY

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