

NYFEA UPDATE

August 2017

NYFEA Ag Communication Award program



The 2017 National Institute in Savannah, Georgia will feature the continuation of the NYFEA Ag Communication Award program. All interested individuals are encouraged to participate. It is based on the very successful version that was held in 2016 in Tampa, Florida. The Savannah program (See Institute Brochure at www.nyfea.org) is going to provide an excellent backdrop for the implementation of the social media component. It is 2017 and the Institute is a great setting for the further promotion of the NYFEA mission to promote the personal and professional growth of all people in agriculture. With an active Ag Communication event and a dedicated group of participants, the program will continue to grow. As more people choose to participate, NYFEA will build a stronger and better prepared population of agriculturalists. **REGISTER BY ATTENDING THE 2017 INSTITUTE in Savannah, GA (www.nyfea.org)**

Ag Communication Award Guidelines

The Ag Communication Award program is designed to develop skills for sharing the message of agriculture with the general public. Communication is defined in broad terms because it involves multiple skills and an awareness of many different platforms. In the Ag Communication Award program, the participants will be called upon to utilize multiple skills. Further, they will be challenged to respond. Each response will be graded and become a teachable occasion. Anyone signing-up at the opening session of the program on the first day of the NYFEA convention is eligible to participate. There are no restrictions for participation!

Purpose: Train agriculturalists to identify opportunities, to share a positive message about the industry and to refine their skills.

Plan:

- 1) The interested participants will be offered guidelines when they arrive at the opening session. The guidelines will identify the work required in the program. The guidelines will explain the goals for the each participant's work.
- 2) The guidelines will provide an outline of the expectations. The program will require discipline and an ability to follow instructions.
- 3) The individuals who decide to engage will be asked to participate in social media, capture pictures and shoot video. Further, they will be asked to post their work on-line. The NYFEA social media sites will be setup for the participants. The participants will also be asked to create a statement describing their work and what it means.
- 4) The determination of the winner of the Ag Communication Award program will be based on the most effective production, the best social media posts, the strategy that is the most informative and engaging material for communicating with a potential participant.

Outcomes of the Ag Communication Award Program:

- 1) Individuals who participate will become more aware of the importance of telling the story.
- 2) People who participate should learn more about the "dos and don'ts" of social media.
- 3) Connecting with the media is directly related to personal effort and effectiveness. Through participation, individuals will grow in their ability to connect with the media.
- 4) The media will be connected with the NYFEA through the involvement of the participants.

Resources:

- 1) Overview of the Ag Communication Award program is available on-line.
- 2) Guidelines developed for all participants to help them through activities.
- 3) A personal coach will be available to assist the participants work through the activities.
- 4) Winner prizes are to be determined.



Listening to the guidelines



Learning at the tour



Capturing and telling stories