



AWARD RULES AND APPLICATION PROCEDURES

The Agriculture Teachers Association of Texas Awards recognize members and supporters who have shown outstanding support to Texas agriculture science and FFA programs. These awards are presented at the Association's Professional Development Conference.

Award applications are to be judged at each area convention, degree check, or how the area sees fit. Each area is responsible for selecting its award recipients. **The area coordinators are responsible for submitting all winner information to the Association by May 31, 2021.**

If you have any questions, please contact tori@texasagteachers.org.

Award Descriptions

Outstanding School Administrator

Administrators are recognized for promotion of agricultural science and FFA programs. A commemorative plaque is awarded to 12 school administrators, one per area, for outstanding service and support to the agricultural science program. The administrator should be nominated at the district level and the winner chosen at the area degree check. An official Award Nomination Form and Statement of Nomination must be submitted for each nominee to be considered for this award.

Outstanding Chapter Advocate Award

The Outstanding Chapter Advocate Award recognizes agricultural organizations, companies and individuals who have given outstanding support to agricultural education in Texas. A commemorative plaque is awarded to 12 outstanding recipients, one per area, for outstanding service to agricultural science programs in their communities. An official Award Nomination Form and Statement of Nomination must be submitted for each area nominee to be considered for this award.

Outstanding Publication

Newspapers, magazines, and other publications are recognized for promotion of agricultural science and FFA programs. Nominations may be made in each district and a winner selected at area degree check. This award is presented to the publication as a whole rather than an individual. A commemorative plaque is awarded to 12 outstanding recipients, one per area. An official Award Nomination Form and Statement of Nomination must be submitted for each area nominee to be considered for this award.

Outstanding Audio Broadcast

Radio stations, podcasts, and other broadcasts are recognized for promotion of agricultural science and FFA programs. Nominations may be made in each district and the winner is selected at area degree check. This award is named to the broadcast as a whole rather than an individual. A commemorative plaque is awarded to 12 outstanding recipients, one per area. An official Award Nomination Form and Statement of Nomination must be submitted for each area nominee to be considered for this award.

Outstanding Television Station

Television stations are recognized for promotion of agricultural science and FFA programs. Nominations may be made in each district and the winner is selected at area degree check. This award is named to the television station rather than an individual. A commemorative plaque is awarded to 12 outstanding recipients, one per area. An official Award Nomination Form and Statement of Nomination must be submitted for each area nominee to be considered for this award.

Outstanding Chapter Publicity Award

The Outstanding Chapter Publicity Award recognizes agriculture science teachers who successfully publicize and promote their program and agricultural education via media, both traditional and digital. A commemorative plaque is awarded to 12 outstanding recipients, one per area. An official Award Nomination Form, Statement of Nomination and documentation of the chapter's/teacher's media efforts must be submitted for each area nominee to be considered for this award.

The Outstanding Chapter Publicity Award will be judged based on the following criteria. Each question will be worth a total of 50 points:

- A. Creativity/Variety: What means were used for chapter and agricultural education promotion through the media? Were they creative? Were a variety

- of methods and social media networks used? Is the media promotion appealing? How many activities were done, and posts were made?
- B. Effectiveness: Was the target audience reached? How many people were reached? Did the media promotions accomplish the intended purpose? What results were seen as a result of the promotion?
- C. Quality of Documentation: Do the submitted materials completely explain the promotional programs? Are the documents and files high resolution? Is the material presented in an attractive manner?

Examples of documentation include newspaper clippings, magazine layouts, scripts from radio programs, photographs of billboards or other public displays, sound or movie files of television or radio coverage, referrals to chapter websites, links to chapter social media channels, social media engagement numbers, etc. Any means utilized to promote your chapter to the community should be considered and included. Documentation must be submitted in hard copy and electronic form.

Hard copy material must be contained on 10 (ten) 8 ½" by 11" pages. Electronic submission must be in Adobe PDF format and must also not exceed 10 pages. Format and layout are at the discretion of the submitting chapter.

General Rules & Procedures

- Each award must include a completed Award Nomination Form - available below. Some awards require additional materials; read the award's specific instructions to ensure you include all necessary information.
- All awards will be based upon activities for one school year.
- A teacher is eligible to receive an award in more than one category.
- Any agricultural science teacher applying for an award or receiving an award must be an Agriculture Teachers Association of Texas member.
- All area winners' Award Nomination Forms must be given to the area coordinator at each area convention.
- Area award applications are to be judged at each area convention or area degree check. Each area is responsible for selecting its award recipients and giving the winning nomination forms to the area coordinator. Area Coordinators are responsible for submitting all winner information to tori@texasagteachers.org by May 31, 2021.