COMMUNITY ENGAGEMENT AWARD CRITERIA

4-H Science of Agriculture Response

PURPOSE OF THE COMMUNITY ENGAGEMENT AWARD

The Science of Agriculture Challenge is a program that is designed to engage 4-H youth in hands-on problem solving while experiencing agriculturally related careers. Teams identify local agricultural issues and work with community mentors to develop a potential solution. To ensure that community members are aware of the innovative work that 4-H youth are engaged in, the community engagement award was developed.

Below are the ways that teams can accumulate points towards the community engagement awards. The team that has accumulated the most points by June 9, 2017, will win the award. Each member of the winning team will receive a $100 cash prize at the 2017 Science of Agriculture awards banquet. The winner will be announced during the awards banquet on June 21, 2017, and the winning team must be present to claim their prize.

It is required that the County 4-H Program Coordinator(s) for each team be notified each time a team is submitting an article, press release, radio and/or TV interview, creating a Facebook video, or giving a presentation within the community. Notifying the 4-H Program Coordinator will ensure that policies and procedures required by the University of Minnesota Extension Center for Youth Development are being followed.

Ways to Accumulate Points

1. **Print Article in Newspaper** = 10 points each
   - Teams must submit copy of article(s) to Michael Compton.
   - Not public service...things like announcement of the meetings.
   - The article must be interviewed and written by a reporter with quotes and be informative to the public.
   - The article must mention 4-H and University of Minnesota Extension.

2. **Print Article in non-newspaper publications** - 10 points each
   - Communications to patrons, employees, associations, etc. (i.e. Farm Bureau, Farm, Electrical or Telephone Cooperatives).
   - Teams must submit copy of article(s) to Michael Compton.
   - The article can be submitted to the publication or written by a reporter.
   - The article must mention 4-H and University of Minnesota Extension.

3. **Picture in newspaper** - 5 points each
   - Teams must submit copy of newspaper with the picture to Michael Compton.
   - 4-H/Extension branding must be visible in the picture.
   - Include a caption describing the team’s purpose and members.
   - The photo can be submitted to the publication or taken by a reporter.
4. **Public Service Announcement/Press Release Creation**
   - Announcement/press release must be created by the team members.
   - Announcement/press release must inform the public about the team’s project.
   - The release must mention 4-H and University of Minnesota Extension.
   - Teams must submit copy of published release to Michael Compton.

   **Broadcast Public Service Announcement (radio & television)** - 10 points (maximum of 10 points)
   - List broadcast stations aired and provide script to Michael Compton.

   **Print Press Release:** - 10 points (maximum of 10 points)
   - List publications printed in and provide copy of submission to Michael Compton.

5. **Radio Interview** = 15 points per interview
   - The interview must mention 4-H and University of Minnesota Extension.
   - List broadcast stations aired and name of person who conducted the interview and submit to Michael Compton.

6. **Facebook Video** - Posted to State FB Page = 30 points
   - Team with the most reach (likes and shares) = 10 points
   - 4-H/Extension branding visible in video. Consult with your program coordinator to meet the required guidelines.
     - Videos must be submitted/uploaded to the State Science of Agriculture Challenge Facebook page.
     - Videos can be downloaded directly onto the page by tapping on the “Write something on the Page” box.
   - Please email Michael Compton when you have completed video submission to confirm a successful upload and timely posting on the State Facebook page.

7. **Face-to-Face Presentations with photo:**
   - Minimum of two (2) members present at each presentation.
   - Documentation required: Picture of the crowd and a picture of the youth team members giving their presentation, a note from organization/representative confirming the presentation was given and number of attendees, and the meeting/event agenda.
   - Send all required documentation to Mike Compton.
   - Points allocation as follows:
     - **Event - Walk through event/booth** (i.e. health fair, farm show) = 20 points
     - **Groups:**
       - under 10 = 20 points
       - 10-20 = 25 points
       - 21 + = 30 points

**Questions or Comments?**

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