



COMMUNITY ENGAGEMENT AWARD CRITERIA

The Science of Agriculture Challenge is a program that is designed to engage 4-H youth in hands-on problem solving while connecting with agriculturally related careers. Teams identify local agricultural issues and work with community mentors to develop projects and potential solutions. 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 November 1, 2020 will win the award. The winning team and coach will win a \$400 cash prize* at the 2020 Science of Agriculture Challenge Competition, second place will receive a \$300 cash prize* and third place will receive a \$200 cash prize*. The winner will be announced November 14th, 2020 at the Kansas State Fair, the winning team must be present to claim their prize. *Prize amounts are subject to final donations and sponsorships received.

Please contact your local agent before submitting articles, press releases, doing radio and/or TV interview, or giving a presentation within the community to ensure you are following local policies and procedures required by the K-State Research and Extension and the Department of Kansas 4-H Youth Development.

WAYS TO ACCUMULATE POINTS

Teams must complete at least three different engagement methods (listed below), and accumulate a minimum of 50 points.

- 1. Print Article in Newspaper = 10 points each**
 - ✓ Teams must submit copy of article(s) to Anissa Jepsen, ajepsen@ksu.edu .
 - ✓ 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 K-State Research and 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 Anissa Jepsen, ajepsen@kus.edu .
 - ✓ The article can be submitted to the publication or written by a reporter.
 - ✓ The article must mention 4-H and K-State Research and Extension.
- 3. Picture in newspaper - 5 points each**
 - ✓ Teams must submit copy of newspaper with the picture to Anissa Jepsen, ajepsen@ksu.edu .
 - ✓ KSRE/4-H 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 K-State Research and Extension.
 - ✓ Teams must submit copy of published release to Anissa Jepsen, ajepsen@ksu.edu .
- Broadcast Public Service Announcement** (radio & television) - 10 points (maximum of 10 points)
- ✓ List broadcast stations aired and provide script to Anissa Jepsen, ajepsen@ksu.edu .
- Print Press Release:** - 10 points (maximum of 10 points)
- ✓ List publications printed in and provide copy of submission to Anissa Jepsen, ajepsen@ksu.edu .

5. Radio Interview = 15 points per interview

- ✓ The interview must mention 4-H and K-State Research and Extension.
- ✓ List broadcast stations aired and name of person who conducted the interview and submit to Anissa Jepsen, ajepsen@ksu.edu .

6. Facebook Video - Posted to personal page, must use the following three hashtags: #KS4H, #KS4HScienceofAg2020, #TrueLeaders = 30 points

- ✓ Email Anissa Jepsen, ajepsen@ksu.edu when video is posted.
- ✓ Team with the most reach (likes and shares) = 10 points
- ✓ KSRE/4-H branding visible in video.
- ✓ Video must inform the public about the team's project and proposed solution, and educational in nature.
- ✓ Video must mention 4-H and K-State Research and Extension.

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, number of attendees, and the meeting/event agenda.
- ✓ Send all required documentation to Anissa Jepsen, ajepsen@ksu.edu .
- ✓ Points allocation as follows:
 - **Event - Walk through event/booth** (i.e. health fair, farm show) = 20 points
 - **Groups: under 10**= 20 points
 - **Groups: 10-20**= 25 points
 - **Groups: 21 +**= 30 points

QUESTIONS OR COMMENTS?

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Updated: February 2020

Kansas State University is committed to making its services, activities and programs accessible to all participants. If you have special requirements due to a physical, vision, or hearing disability, contact the Kansas State 4-H Office, 785-532-5800.

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