

IMPORTANT: 2020 Activity Report Format

The Alabama Farm-City Committee provided counties with revised guidelines for the Farm-City activity report. Here are some of the biggest changes:

1. This is no longer a fill-in-the-blank form. A county volunteer will have to type and print the activity report for your county. Please remember to include the title of the award you are reporting on at the top of each section of the report.
2. Most report categories now have a word limit.
3. You do NOT have to submit a report for every award category. However, counties vying for Best Farm-City Committee will most likely have a report for each award category.
4. Activity reports should no longer include photographs. Any photographs or images should be compiled into a scrapbook and submitted for the Scrapbook Award.
5. The National Ag Day Award has been removed. If your county holds an event for National Ag Day in the spring, please include that in your submission for Special Activities.
6. Awards for Best Farm-City Committee will be judged for each division, but there will no longer be an Overall Best Farm-City Committee Award.
7. Weight limit on scrapbooks is now 10 pounds.

If you have questions about any of these changes, please contact Paula Culver at pculver@alfafarmers.org.

Farm-City Committee of Alabama
P.O. Box 11000
Montgomery, AL 36191-001
Phone: (334) 613-4212

Street Address: 2108 E. South Blvd.
Montgomery, AL 36116

2020 Farm-City Activity Report
2020 Theme: Sweet Grown Alabama
Deadline: Feb. 5, 2021

Farm-City Week events encourage better understanding between rural and urban citizens. Public relations efforts should be directed toward that goal and will be judged accordingly.

Counties are split into Division I and Division II based on population. This year division awards will be given out for the following categories:

- Farm-City Tour
- Civic Club Program(s)
- Farm-City Breakfast/Lunch/Dinner
- Media Coverage/Proclamation
- Innovative Idea - Judges may also award honorable mentions
- Scrapbook
- Special Activities

Based on activity reports, judges will also select a Target Award in Division I and Division II for committees that incorporated this year's theme into their Farm-City activities. Judges will also select Best Farm-City Committees in Division I and Division II.

Reports should be typed and should **not** include photos. This form provides a guideline for what to include in your submissions.

Please submit your report by Feb. 5, 2021. Reports may be emailed to pculver@alfafarmers.org or printed and mailed to:

Alabama Farm-City Committee
c/o Paula Culver
P.O. Box 11000
Montgomery, AL 36191

Scrapbooks may be mailed to the same address or delivered to the street address listed at the top of this page.

Basic Information

Date submitted:

County:

County Chairman:

Provide a list of Farm-City Committee members including their names and occupations. List any committee officers and subcommittees. Include a brief treasury report of financial support received from individuals, businesses and/or organizations.

Farm-City Tour

In 500 words or less, describe your county's Farm-City tour. Answer the following questions in your submission:

- Where was the tour held and why was the location(s) selected?
- Who was the target audience? Include special guests and/or media who were invited and how many were able to attend.
- How many people attended?
- How did the tour encourage better understanding between urban and rural residents?
- What feedback did you receive following the tour?
- What made this tour creative or unique?
- Was this year's Farm-City theme incorporated into the tour? REMEMBER - the answer to this question will be used to select Target Award winners in both divisions.

Judging criteria for a perfect Farm-City Tour entry

- Event targets people from farm and city
- Audience is impressive, either because of number of attendees or position of attendees, such as mayor, city council, leadership program or every student from a certain grade
- Purpose for selecting tour locations is explained
- Each tour stop represents something unique, either different commodities or part of industry/business
- Agenda helps attendees make the connection between farm and city life
- Incorporates numerous creative elements beyond simply touring a farm or business

Civic Club Program(s)

In 300 words or less, describe how your county committee spread the Farm-City message during Civic Club Program(s). You may use a bulleted list, if preferred. Answer the following questions in your submission:

- How many civic clubs did your committee engage?
- How many people attended each event? Include special guests and/or media who were invited and how many were able to attend.
- What were the civic club programs?
- How was the message of Farm-City presented?
- How did the programs encourage better understanding between urban and rural residents?
- What kind of presence does the civic club have in your community?
- Was this year's Farm-City theme incorporated into the programs? REMEMBER - the answer to this question will be used to select Target Award winners in both divisions.

Judging criteria for a perfect Civic Club Program(s) entry

- Events target diverse groups of people OR entry explains why one group was targeted
- Committee targeted civic club events with large attendance, considering the county's overall population
- Programs/presentations stayed on topic of connection between farm and city and incorporated the annual Farm-City theme
- Presentations display creativity in driving home the Farm-City message
- Media partners were invited, even if they were not able to attend
- Farm-City Committee used its own resources to publicize the event, such as social media or sending photos/stories to reporters who could not attend

Farm-City Breakfast/Lunch/Dinner

In 500 words or less, describe your county's Farm-City breakfast, lunch or dinner. Answer the following questions in your submission:

- Who was the target audience for the event? Include special guests and/or media who were invited and how many were able to attend.
- How many people attended?
- What was the agenda for the program?
- How did the meal encourage better understanding between urban and rural residents?
- What feedback did you receive following the meal?
- What made the event creative or unique?
- Was this year's Farm-City theme incorporated into the meal? REMEMBER - the answer to this question will be used to select Target Award winners in both divisions.

Judging criteria for a perfect Farm-City Breakfast/Lunch/Dinner entry

- Event targets people from farm and city
- Audience is impressive, either because of number of attendees or position of attendees, such as mayor, city council, leadership program or every student from a certain grade
- Programs/presentations stayed on topic of connection between farm and city and incorporated the annual Farm-City theme
- Entry provides thorough details, along with some anecdotal evidence that the audience displayed a greater understanding of the connection between farm and city life as a result of attending the meal
- Incorporates numerous creative elements beyond an awards dinner, such as social media, promotion, invitations, trivia, surveys, etc.

Media Coverage/Proclamation

In 300 words or less, describe your county committee's work to secure Farm-City proclamations signed by local elected officials and media outreach for all events. You may use a bulleted list, if preferred. Answer the following questions in your submission:

- How many proclamations were signed and by whom?
- Did you reach out to city and county officials? Explain your successes and challenges with getting elected officials to sign a proclamation.
- How did the media cover the proclamation signings?
- How many TV stations, radio stations and newspapers are in your county?
- How many Farm-City stories about your county's events appeared in the newspaper or on TV or radio?
- Explain your successes and challenges in getting media coverage for Farm-City events.
- How did the committee itself promote or display the proclamations once they were signed?

Judging criteria for a perfect Media Coverage/Proclamation entry

- Number of proclamations signed shows strong connection among cities, county and state representatives
- Every media outlet in the county did something to promote proclamations being signed OR were at least contacted by the committee
- Committee found unique ways to promote the signing and did something to display or promote the proclamations after they were signed

Innovative Idea

In 300 words or less, describe an innovative idea your county committee implemented for the first time this year. This could be a brand-new event, an innovative presentation of a traditional Farm-City activity or an unusual addition to an annual Farm-City event. Answer the following questions in your submission:

- What was the innovative idea?
- What makes the idea unique or creative?
- Who was the target audience for the event or program?
- How many people were impacted by this new idea?
- How did the idea encourage better understanding between urban and rural residents?
- What feedback did you receive about this addition?
- Were you able to incorporate the year's Farm-City theme into this innovative idea?
REMEMBER - the answer to this question will be used to select Target Award winners in both divisions.

Judging criteria for a perfect Innovative Idea entry

- The idea/program clearly targeted people from the farm and city
- Entry clearly states this was the first year this program or idea was implemented
- Idea does a superior job of driving home the Farm-City mission
- Entry provides thorough details, along with some anecdotal evidence that the audience displayed a greater understanding of the connection between farm and city life as a result of the innovative idea
- Displays creativity, going above and beyond to either reach a new audience with Farm-City message or present Farm-City message in a new light

Special Activities

Describe other special activities your county Farm-City committee either hosted or helped with during the year. For activities that are sponsored or developed by other groups, such as Classroom in the Forest or Ag in the Classroom, please be specific about how your committee assisted. Include any National Ag Day events in this section.

There is no word limit for this category. To organize your entry, please give each special activity a title, followed by paragraphs that answer the following questions about the activity:

- What was the target audience for the activity? Include special guests and/or media who were invited and how many were able to attend.
- Did the activity reach people who were not reached by other programs?
- What made the activity different from other programs hosted by the county committee?
- How did the activity encourage a better understanding between urban and rural residents?
- What feedback did you receive about the activity?
- Did the activity incorporate the year's Farm-City theme? REMEMBER - the answer to this question will be used to select Target Award winners in both divisions.

Judging criteria for a perfect Special Activities entry

- Activities target people from farm and city as attendees and/or hosts
- Reaches a unique audience not reached by the county's other Farm-City programs
- Shows dedication to celebrating Farm-City mission year round
- Variety of activities covers different farm commodities, non-profits, schools and/or industries
- Entry provides thorough details, along with some anecdotal evidence that the audience displayed a greater understanding of the connection between farm and city life as a result of the special activities
- Incorporates numerous creative elements, such as using social media, unique promotion/invitations, trivia, surveys, etc.

Scrapbook

Scrapbooks should provide a visual representation of your county's Farm-City events and activities throughout the year. Scrapbooks will be scored based on organizational structure, neatness, creativity and relevance of content. Quality of pages and content will be weighted more heavily than quantity of pages. Entries must not exceed dimensions of 24" x 30" x 8" and may not weigh more than **10** pounds.

Tips for winning entries:

- Focus on Farm-City events, or clearly explain how a county Farm-City committee was involved in other events sponsored by another group such as Extension, FFA, etc.
- Use one design scheme or theme throughout.
- Ensure photos are high-quality and in-focus. Better to leave out a low-quality photo rather than include it in the entry.
- Use a variety of creative elements including photography, journaling and embellishments.
- Support — but do NOT repeat or copy — the activity report.

Judging criteria for a perfect Scrapbook entry

- Included pertinent photos and explanations of county Farm-City events
 - If events were sponsored by another group, entry clearly explained how the Farm-City Committee was involved
- Information supports but does NOT repeat the activity report
- Structure is easy to follow, clear and organized
- Aesthetically pleasing design
- No glaring spelling or grammatical errors
- All photos are in-focus
- Follows one color-scheme or theme throughout (i.e.: fonts or handwriting matches, colors used on different pages are still complementary)
- Contains a variety of creative elements including photography, titles, journaling and embellishments
- Incorporates the Farm-City theme in an interesting way