

PSACF COMMUNICATIONS AWARD COMPETITION

CATEGORY	-CRITERIA
Premium Book & Tabloid	-Follow PSACF guidelines. Attractive cover design and binding; table of contents; includes judging schedule, premium list, entry form, list of officers, directors and/or department chairs; easy to read; overall appeal. Online premium books will be printed and enter in a three ring binder or bound.
Non-Premium Tabloid	-Follow PSACF guidelines. Attractive cover design and binding; overall layout; balance of ads and fair information; easy to read; overall appeal.
Video/Slide Show	-Entry must be on flash/thumb drive, and marked accordingly. No commercial entries, amateur only. Must be at least 3 minutes in length, no longer than 5 minutes and should include all areas of your fair, blending the agricultural and commercial aspects of your fair. Soundtrack, photos and or scenes should complement each other, be of good quality and narrated when appropriate.
Brochure	-Overall appearance, layout and flow of information, fair highlights and information, quality and use of graphics and photos, use of theme.
Power-Point Presentation	- Flash/thumb drive , with soundtrack; no commercial entries, amateur only; must be less than 5 minutes in length. Overall appearance, use of graphics, photos, animation, transition and use of fair theme.
Billboard	-Must be an 8X10 photo of your billboard; Judging on billboard, NOT photo - use of graphics, content, appearance, design and creativity.
Placemat	-Layout, content, use of graphics and/or photos, creativity, use of a theme, includes fair information and overall appearance
Website	-Website address and brief paragraph (max. 100 words) explaining usage and promotion of the site, to be submitted on letterhead with registration form prior to 11/ 1. Judged on overall appearance; use of graphics and how they affect load time; content; organization; purpose and promotion to the public (how to you direct people to your site).
Scrapbook cover	-Cover will be judged as a separate item and as part of the scrapbook entry. Identification of Fair, follows theme of fair; overall appeal; durability; creative use of materials.
Scrapbook – Traditional	-This is NOT a Photo Album. Follows theme of your fair ; covers all areas of the fair and blends ag, commercial and entertainment aspects; includes table of contents and list of fair officers; photos identified; layout, overall appearance and creativity.
Scrapbook – Digital	-Created digitally, you can use a professional company such as Shutterfly or Snapfish. Follows theme of your fair; covers all areas of the fair and blends ag, commercial and entertainment aspects; includes table of contents and list of fair officers; photos identified; layout, overall appearance and creativity.
Promotional Material	-Display of promotional items from your fair - <i>display should be neat and appealing, but the judging is of the promotional items, not the display itself.</i> All items follow common theme; variety and creativity of materials, use of media outlets - print, radio, TV and internet; fair name and dates prominent in appropriate items. All items are to be arranged by your fair personnel at the State Convention. One 6 ft table will be provided; maximum size for "uprights" or "proper" is 3 ft high and 6 ft wide and must be self-supporting. Any display that is not self-supporting will be disqualified. No ribbons or awards for promotional items should be displayed (i.e. past PSACF or IAFE competitions)
Fair Display	-Floor or table - specify on registration form. Floor display to be a maximum of 8 ft wide X 8 ft high X 4 ft deep. Table display to be a maximum of 6 ft wide X 4 ft high X 2 ft deep. Will be judged from distance of 3 ft - use of current PSACF theme , conveys a message, creativity, neatness and overall appearance. Tables at Hershey are 24". Deeper than 24", make set up difficult with available space.
Creative Fair Idea	Must be displayed on 11"x17" black paper. Include photos (Black/white or color) and narrative of 50 words or less detailing the idea and how it was used at your fair. Judged on design, creativity, layout, content and overall appearance.
Facebook Page	Include Facebook address and brief paragraph (max 100 words) description of how you use Facebook to promote your Fair and interact with community, to be submitted on letterhead prior to November 1st. Will be judged on overall appearance; use of graphics and photos, interaction with followers, frequency of posts and relevance to your Fair activities.