



“The AG-Vocate” Spokesperson of the Year Award

Guidelines

The AG-Vocate recognizes an individual who effectively communicates with opinion leaders and the general public to increase the recognition and appreciation of the important contributions agriculture makes to Florida’s economy and environment. Award recipients are recognized at the Ag Institute’s Annual Meeting in the fall.

Candidates

Candidates for the AG-Vocate must have an affiliation with Florida’s agricultural industry as a farmer, producer, grower or an affiliated allied industry representative. All candidates must reside in Florida and represent a Florida-based industry and interests. Nominees must have conducted their outreach within the calendar year prior to the award deadline, typically between August of the prior year and August of the current year.

Submission Process

Submissions should include specific details as to why the candidate should be considered for the award and may include supporting documents such as media clips, presentation handouts or other similar materials. Activities should be above and beyond what may be ordinarily demanded of their job or position and may include outreach to improve understanding in areas such as:

- Development of a new idea or process
- Encouragement of partnerships
- Providing new information about an industry or process
- Activity to improve public perception of the industry
- Improving communication between industry and the general public

Examples of how this message was delivered include, but are not limited to:

- Media interview (newspaper, television, radio, on-line)
- Farm tour/Ag Venture
- School program
- Community event, rally
- Any public venue where an agricultural message was presented effectively through a verbal or written presentation.

Deadline

Entries must be received by **August 15** and may be sent via e-mail to Scott Wallin at swallin@floridamilk.com or mailed to:

Ag Institute of Florida
Attn: AG-Vocate Award
P. O. Box 940625
Maitland, FL 32794-0625



**“The AG-Vocate”
Spokesperson of the Year
Nomination Form**

Candidate Information:

Candidate's Name: _____

Occupation: _____

Farm / Organization: _____

Mailing Address: _____

Telephone: _____ Email: _____

Nominated By:

Name: _____

Organization or Company: _____

Mailing Address: _____

Telephone: _____ Email: _____

Detail of Outreach Activities

On separate document, please provide typed answers to the following. Supporting materials should be emailed as Microsoft Word or Adobe .pdf documents. Questions are intended as a general guide; please feel free to include other information that supports your nomination.

- Provide a detailed summary of the candidate's activities on behalf of Florida agriculture.
- What was the result of these activities?
- What was the impact to your industry or to Florida agriculture?
- Did the activities change public opinion or the opinion of policy makers toward your industry or Florida agriculture?
- Did the result exceed expectations?
- Did this event change the candidate's outlook toward public appearances and/or interviews?