

2017 EXTENSION SECTION ELECTRONIC MEDIA AWARD

The Extension Section of the Agricultural & Applied Economics Association has, in the past, recognized outstanding institutional websites, electronic newsletters, and outstanding individual or team websites. This year the Extension Section re-instates this initiative to promote excellence of section members. The ***Electronic Media award*** will focus on the use of electronic media to educate or deliver educational programs, tools, and materials to extension educators, agency personnel, or agricultural managers. Examples of electronic media may include but will not be limited to: websites, electronic libraries, data dashboards, webinars, wikis, social networking sites, podcasts, blogs, etc. Nominations will be evaluated based on the relevance of the tools selected and the use of electronic media to facilitate education. Emphasis will be given to nominations which demonstrate innovative use of multiple electronic media into a well-integrated educational program. Nominations may come from any current member of the AAEA, but the *majority* of the individuals responsible for the nominated media effort **must** be an AAEA Extension Section member.

Submissions should be in Word or PDF format, contain the name and contact information for the nominator, the name(s) of all contributors, the name and URL addresses of all relevant electronic media sites (active links preferred) and a one-page description of the electronic media education program covering the following points:

1. The goal of the education effort,
2. Identification of all relevant, electronic components of the education program with a brief description of how those components contribute to the overall effort,
3. The reason the electronic media education effort is deserving of the award,
4. At least one measure of impact (site visits, number of downloads, responses to surveys, etc.).

A panel of reviewers from the AAEA Extension Section membership will make the final determination of the winner. The highest ranked Electronic Media Education program will be recognized during the Extension Section luncheon at the 2017 AAEA meeting.

Nominations should be sent no later than July 10, 2017 to: John Michael Riley john.m.riley@okstate.edu