



NAE4-HYDP

Communicator Awards Abstract Tip Sheet

This tip sheet is to help NAE4-HYDP members prepare abstracts for awards submission. Here are a few general tips:

- Follow the abstract outline in the Communicator packet
- Use bullet points for readability
- Try to be as concise as possible
- Your abstract tells the story of your entry and includes information to help the judges to best evaluate your entry
- Abstracts should be uploaded with your entry — **3 single spaced pages with 12 point font and 1 inch margins. Use Word or PDF file format.**
- If entry is located online, please provide link in the Abstract and in the application where space is provided.

*Created by: Member Recognition Committee,
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The abstract should include the following information:

Objectives

What are the goals of the entry? List what you tried to accomplish with the entry.

Target Audience

Identify the target audience, for example a news article might target daily readers or a promotional flyer for 4-H Day Camp might target 9-11 year old youth.

Current Population

Once you have identified the target audience, give the current population of the audience. This could be general population of your county or area, number of subscribers to newspaper or 4-H youth enrolled in your program or event.

Publisher's Requirements

List requirements for submission of items such as news articles, radio/audio programs, video programs, etc. Include how the editor wants the article and photos submitted. For audio/video programs what are the requirements for production and publishing online. If your university marketing department requires you to include appropriate Extension logos on items, closed captioning on videos, or other requirements, include that information. If you use outside printing businesses what are their requirements.

Methods Used

Describe any methods utilized to develop the entry item. This may include recording methods for items such as media presentations, online blogs, videos, podcasts, etc. It may also include sources read, information gathered for entries such as educational pieces, educational packages, media presentations, etc.

Production Costs

List the estimated costs to create, publish, distribute, etc. for your entry. For some items the cost might be zero but for most entries there is a supply cost. You might also include the value of your time to create the product if you don't have any expenses associated with printing, etc.

Impact Results

Include results as a result of your entry such as knowledge change, participation increases, funds raised, etc. if those are known at the time of the entry.

Information on the role the applicant had in the entry

This is important on team entries. List the roles for each person in developing the entry.

Other information

Refer to the specific information and score sheet for your entry category and include any other required information and/or documents.