



# NAE4-HYDP

## Communicator Awards

### Abstract Tip Sheet

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; List if your university marketing department requires you to include appropriate Extension logos on items. Also 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

#### Impact results

Include results as a result of your entry, include KASA level changes, 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

#### Other information as needed

Feel free to include any other information that you feel will help the judging panel understand and evaluate your entry

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

- Follow the abstract outline
- Use bullet points for readability
- Try to be as concise as possible
- Your abstract tells the story of your entry, include information to help the judges to best evaluate your entry
- Abstracts should be uploaded with your entry
- Abstract should be created using an 8.5 x 11" layout with one inch margins, single spaced, 12 point font
- Abstract should be a maximum of 3 pages