

THE NATIONAL ASSOCIATION OF FARM BROADCASTING PRESENTS **THE PLAMBECK AWARD**



Purpose

To give recognition for the best Single and Series radio commercial(s) broadcast on NAFB STATIONS and NETWORKS designed to inform, influence and motivate the target demographic to respond in a positive manner to achieve communication's objectives.

This award is named in honor of past NAFB president and Hall of Fame member Herb Plambeck.

Criteria

Commercial(s) MUST have been broadcast on NAFB stations and or networks between October 1, 2009 and September 30, 2010.

Demonstrate the creative presentation to best use the farm radio medium in communicating the advertiser's message to the target audience.

May be :30 second or :60 second in length. There is one award for Single entry category and one for the Series category.

Panel of Judges

The selection of the winners will be made by a panel of five judges composed of three farmers/ranchers, one advertising industry representative, and a past president of NAFB.

ONLY ONE WINNER IN EACH CATEGORY (SINGLE ENTRY AND SERIES) WILL BE NAMED.

Entry Deadline

All entries must be submitted by September 23, 2010.

There is no charge for entries. Emails with audio files in MP3 format are preferred.

The Plambeck Award will be presented at the NAFB Convention in Kansas City on Thursday, November 11 at the Night of Honors Banquet.

Entry Form

Single Entry

Series Entry

Name of company: _____

Name of product, service or technology: _____

Name of advertising agency: _____

Name of creative person responsible for concept: _____

Explain the objective of the radio campaign associated with this creative product: _____

Geographic area targeted for this creative campaign: _____

Dates of broadcast: _____

Post campaign comments, evaluations of awareness, communications or marketing goals achieved:

Who is the primary target audience? _____

In one sentence, what is the most important point you want to communicate? _____

In 50 words or less, explain why you feel this entry merits winning the Plambeck Award for Creative Excellence:

Send entries to:

jennifer@nafb.com

Please contact Jennifer if you need to mail your entry.

