

Blue Ribbon Extension Communication Award
Southern Region of the American Society for Horticultural Sciences
(Modified and approved by the Executive Committee, August 2021)

Background: The Blue Ribbon Extension Publication Award was initiated in 1987. The Southern Region has been recognizing research publications for years, and the award was established to give those authors of extension publications recognition among their peers and administrators. Initial publications recognized were circulars, bulletins, tabloids, manuals, newspaper series and fact sheets. Recently, the award has been expanded to include video, computer programs, web pages, and other methods of delivery, and was renamed the Blue Ribbon Extension Communication Award. Communications are evaluated for audience, purpose, organization, content, reading quality, and writing quality, with each area rated from poor to excellent. Communications must receive a certain minimum score to be designated as a Blue Ribbon Award. On average, 50% of the publications receive a Blue Ribbon, but this varies from year to year.

Award: Framed Blue Ribbon Certificate

Objectives: To recognize outstanding contribution to the understanding of horticultural subjects reported in written, video, audio and electronic form, including internet based formats.

Eligibility: The nominee should be actively engaged in Horticultural Extension work at the time of nomination and,

- 1) The submission must be a tangible product (e.g. hard copy, web page, video) that can be referenced/located/downloaded/obtained from a citation, address or link. Non-educational items such as event-based news stories, general marketing campaigns for an event or product, or impact statements would likely not qualify. If there are questions on the merit of a potential entry, please consult the Chair of the Blue Ribbon Extension Communication Award Committee.
- 2) Senior author must be active member in good standing in SR-ASHS . In the case of a communication piece for which there is no clear senior author, at least two of the authors must be active SR-ASHS members in good standing
- 3) A nominee can only be the sole or senior author on one publication
- 4) Entry may be submitted by the author(s) themselves or by SR-ASHS members on behalf of the authors
- 5) Entry should have been prepared within the past two years