

**IAFE HALL OF HONOR COMMUNICATIONS CONTEST AWARDS PROGRAM
CATEGORY 5 FORM (2020)**

Please provide all information requested on this form in the space allocated (no additional lines and or pages of explanation).

FAIR NAME: _____

FAIR STATE/PROVINCE: _____

DIVISION: ____ (see rules, based upon attendance)

Category 5 – Communications to fairgoers about status of the 2020 Fair This category is vague to allow you to submit a wide range of materials you used to communicate your message. Entries can be a “series”. Examples include: series of press releases, social media campaign, etc.

a. **Describe the materials you are submitting in this category.**

b. **What was the overall feedback?**

c. What process did you go through prior to communicating these messages?

d. How did you handle negative feedback?

e. What else should we know about this cost-saving measure?

Include any revenue/expenses/etc. along with other information not included above.