



# NBCI National Fire Bird Award for Outdoor Communicator of the Year



The National Bobwhite Conservation Initiative (NBCI), in cooperation with the National Bobwhite Technical Committee, will soon recognize the most outstanding contributions of SEOPA’s active media members in science-based reporting on the plight of America’s grasslands. In particular, they want to honor communicators whose work explains and/or strengthens NBCI’s mission to restore wild bobwhite quail populations and early successional upland ecosystems, and all the wildlife species dependent on them.

Native grasslands and early successional upland habitats are the most at-risk ecosystems in North America. Consequently, all wildlife species dependent on these ecosystems – including wild bobwhite quail, but also songbirds, rabbits, pollinators, etc. – are in decline. While there has been much success with restoring turkeys, deer, bear and other species, many biologists consider wild bobwhite restoration the biggest remaining conservation challenge. The NBCI is the unified strategy of 25 state wildlife agencies and a variety of private conservation groups and research institutions to restore wild bobwhite quail to the landscape.



## Contest Rules and Entry Form

An NBCI/NBTC panel will choose award winners who have most effectively and broadly communicated this conservation challenge. Mediums include print, television, websites, video and audio. Simple, single summary paragraphs or product reviews are not eligible. While an individual’s single story (a feature of at least 500 words) will certainly be accepted and considered, judges expect the most competitive entries for a Communicator of the Year award would be packages or bodies of work by individuals. The judging panel will consider approach, accuracy and impact (audience/results) in making their determinations, and will only consider those submissions that deal with wild bobwhites and/or other wildlife and/or related restoration efforts and challenges in the context of native grasslands and early successional upland habitats.

**Stories must have been published or broadcast between June 1, 2015 and May 31, 2016 and be readily available to the public.** Members are limited to one entry – whether it be one story or a packet of everything pertaining to the topic published during the qualifying dates. Winners will be awarded during the 2016 SEOPA conference in Lakeland, Florida.

**First Place: \$1,000      Second Place: \$500      Third Place: \$250**

Entries and this completed form must reach NBCI on or before July 1, 2016.

Mail to: NBCI-SEOPA Contest  
Attn: John Doty  
274 Ellington Plant Science Bldg.  
2431 Joe Johnson Drive  
Knoxville, TN 37996-4563

Name: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Entry Description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

The above entries are my work. If co-created, I have permission to enter them into this contest as my own. They have not been entered into this contest previously.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date