

2020 DAIRY PHOTO CONTEST

Each year, the Dairy Photo Contest allows youth to put their creative talents to use in developing a message about the dairy industry for the consumer public. In design and development of the project, youth learn a great deal about the dairy industry. The contest is also supported by The Dairy Alliance and incorporates their current June dairy theme.

With a change in theme, this year, comes a change in the contest. Instead of posters, this year participants will submit their original photographs (or other artwork) that incorporate a new theme and logo. The theme for the 2020 Dairy Photo Contest is "**The Art of Dairy**". Youth should incorporate this **theme and logo** into their photos (or other artwork). The logo is included below along with the photo scorecard. Please note the following rules:

1. Competition in this contest will be conducted on an individual basis in Division I (8-12 years of age), Division II (13-15 years of age), and Division III (16-19 years of age) at the county and state level. Youth in Division IV (5-8 years of age) will participate on a non-competitive basis at the county level only. Youth in Division IV may choose to still enter a poster, rather than a photograph, in the local contest.
2. Entries can be a singular photo or incorporate up to 3 photos (collage). Entries with multiple photos can be mounted on poster board. All photos should be 8x10 and will be submitted electronically as .jpeg files as well as a printed copy will be mailed. If mounted, poster board should be no larger than 24 x 24in.
3. Photos **MUST NOT** contain copyright material such as cartoon characters, etc. Photos also should not contain any personal identifiers or information (including farm names), without written permission of the owner.
4. All photos submitted must be the original work by youth entrant and will be accompanied by a photo copyright release form (attached below). These photos will be displayed at the State Fair in October 2020. Winning photos also will be displayed on social media (Facebook and Twitter).
5. Photos must have been displayed at least once in a public place, prior to submission. A description of when and where the photos were displayed must be provided on the entry form.

Counties will determine winners in Divisions I through III and will forward them onto the state contest. Entries will receive 4-H scholarship money for participating.

All entries are due to Rockingham County 4-H office no later than **August 31st**.

Contact Morgan Maness, 4-H Agent with any questions - mcmanness@ncsu.edu or 336-342-8230.

All photos will be displayed at the Rockingham County Extension office. All photos at the state competition in Division I, II, and III will be displayed in a prominent place during the dairy shows in the Jim Graham Building at the NC State Fair.

The following awards will be provided to state winners in Division I, Division II, and Division III by The Dairy Alliance:

- First Place: \$100 cash
- Second Place: \$75 cash
- Third Place: \$50 cash

NOTE: Each photo must be accompanied by a completed **DAIRY PHOTO CONTEST ENTRY FORM AND SCORECARD** (attached below).

2020 DAIRY PHOTO CONTEST LOGO



DAIRY PHOTO CONTEST ENTRY FORM AND SCORECARD

(Please completely fill out the top portion of this form and mail/email along with photo)

Name:

Address:

County:

Age as of January 1, 2020:

Birthdate:

Where was the photo displayed:

Give a brief description of your photo and how it shows "The Art of Dairy":

Please Choose One: Division I = 9-12 years of age
 Division II = 13-15 years of
 age Division III = 16-19 years
 of age

<i>For Official Use Only</i> Category	Possible Points	Your Score
1. Attracts attention: holds interest	20	
2. Original	20	
3. Easily understood: conveys a clear, favorable message/image	20	
4. Good design, well planned,	20	
5. Accurate, factual information	10	
6. Neat	5	
7. Name, address, age, display information included	5	
8. 5 bonus points for newspaper coverage or for giving a talk about your photo subject	5	
9. 5 bonus points for radio or television coverage	5	
TOTAL POSSIBLE POINTS INCLUDING BONUS POINTS	110	

PHOTOGRAPHY COPYRIGHT RELEASE

Date: _____

Dear _____,

I, _____, am the owner and copyright holder of the photo(s) / image(s) described as:

[Photo(s) / Image(s) Description]

I hereby grant you the right of possession of the above-described image(s) / photo(s) shot by me and have my permission to make unlimited printed or developed photographs, for their personal or commercial use.

If you should have any questions regarding the authenticity of this document or the terms herewith, please contact me.

Sincerely,

Signature _____ **Date** _____

Print Name _____

Parent/Legal Guardian Signature (if under 18) _____ Date _____