

2018 DAIRY PHOTO CONTEST

Each year, the Dairy Poster 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 poster, 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 that incorporate a new theme and logo. The theme for the 2018 Dairy Photo Contest is "**How do you love your dairy?**" Youth should incorporate this theme and logo into their photos. The June Dairy 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 (9-12 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 2018. 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.

Counties will determine winners in Divisions I through III. Please forward the [First and second place photographs](#) in Division I, Division II, and Division III by **September 1, 2018** to Dr. Stephanie Ward, Dairy Extension Specialist, Box 7621, NC State University, Raleigh, NC 27695-7621. Photos can be mailed or dropped off at 111D Polk Hall, on campus. Additionally, electronic copies of the top photos should be emailed to shward@ncsu.edu, with the subject line: "Dairy Photo Contest". Files should be saved a .jpeg and the file name should contain the county and last name of the participant (e.x. DairyPhoto_Wake_Ward). Printed copies will not be returned so the youth should retain the original copy.

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).

2018 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, 2018:

Birthdate:

Where was the photo displayed:

Give a brief description of your photo and how it shows your love for 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 _____