

## 2021 DAIRY HOLIDAY 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 supported by The Dairy Alliance

For 2021, photo project submissions will be used to celebrate Dairy throughout the Holiday season. They will be shared through social media in celebration of Dairy during the Holidays. 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) may participate on a non-competitive basis at the county level only.
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 projects whether an individual photo or collage should be submitted electronically as an 8x10 image as .jpeg files.
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). Winning photos will be shared online by The Dairy Alliance and NC State Dairy Extension.
5. Photos must have been displayed at least once in a public place or shared through social media in the county.

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 **Wednesday, December 8<sup>th</sup>, 2021** to Dr. Shannon Davidson at [sdavids@ncsu.edu](mailto:sdavids@ncsu.edu) with the subject line: "Dairy Holiday Photo Contest". Files should be saved as a .jpeg and the file name should contain the county and last name of the participant (e.x. DairyPhoto\_Wake\_Davidson). Printed/physical copies do not need to be submitted, only electronic submissions are required and will be evaluated as such. The completed "Dairy photo contest entry form" must also be attached to the submission email.

The following cash prizes will be awarded to state winners in Division I, Division II, and Division III by The Dairy Alliance: **First Place: \$100, Second Place: \$75, Third Place: \$50**

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

**DAIRY PHOTO CONTEST ENTRY FORM AND SCORECARD**  
(Please completely fill out the top portion of this form and email along with photo)

Name:

Corresponding Email:

Address:

County:

Age as of January 1, 2021:

Birthdate:

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

Where was the photo displayed or posted online (for social media include name of organization and site (fb, Instagram, twitter, etc.:

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

## Example Scorecard

<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. Entry form content, where posted/displayed, description	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	
<b>TOTAL POSSIBLE POINTS INCLUDING BONUS POINTS</b>	<b>110</b>	