

SCRAPBOOK CONTEST

April 2020

Dear 4-H Extension Agent,

It's time to plan for the June Dairy Month Promotion Contest sponsored by The Dairy Alliance. This contest provides a 4-H club member in your county opportunities to build skills in project areas such as communications, leadership, health/fitness, dairy foods and food/nutrition. There are some adjustments due to the current changes in how we interact because of COVID-19. To continue this opportunity for 2020, we are asking Chairpersons to think outside of the box and utilize social media, video, photos, cooking demos and virtual interviews with your local newspapers, radio stations and other groups you work with. Let's make this fun! New for this year too is the ability for you to submit a virtual scrapbook for judging but if you would like to complete a traditional scrapbook that's great. The theme this year is "The Art of Dairy"

Through participation in this contest, each chairperson will be able to virtually:

- Identify contacts to help create and conduct a virtual promotion.
- Construct an action plan for a dairy promotion.
- Build partnerships with community businesses for expanding promotion activities.
- Gain familiarity with current dairy industry resources.
- Build self-esteem by developing his or her unique talents.
- Communicate the importance of including dairy in a healthy diet.

The Dairy Alliance will support your chairperson in several ways:

- Each chairperson will receive a t-shirt and a hat.
- Visit our website <https://thedairyalliance.com/june-dairy-month/> for June Dairy Month information to use during your promotions.
- A promotional kit for community outreach efforts will be shipped to the 4-H office for every chairperson:
 - 200 Pencils
 - 200 Bracelets
 - 200 Activity Books
 - 200 Stickers
- Best Media, Best Theme, and Division Award winners will receive monetary gifts.
- \$200 will be added to the local county 4-H funds of the three overall Division Award winners.

Visit our website www.thedairyalliance.com/june-dairy-month/ for information to use with radio, TV and social media. In documenting PSA use, ask the radio station for a letter verifying the number of PSA's used and the total airtime devoted to them in June. If you submit your own PSA's, extreme care must be taken to ensure that the information you provide is accurate. Record social media posts, promotions and results. Include recordings or photographs of TV interviews and/or promotions.

We are saddened to share that the 2020 June Dairy Month Kick-off will not be held this year. Due to COVID-19 University of Tennessee 4-H Extension cannot host in-person meetings until July. We will share photos and a webinar of the 2019 winning scrapbooks to provide ideas for this year's participants. We hope this will help your chairperson to compile a winning scrapbook. The webinar will be held on Tues. May 5th at 12:00 p.m. ET <https://tennessee.zoom.us/j/92844546426> or call 301-715-8592 Meeting ID: 928 4454 6426

Please read over the enclosed information. If you have questions, please call Denise at 270.970.4792 or email djones@thedairyalliance.com. Please return the application information by **May 25, 2020**.

We're excited about being able to offer support again this year to each County Dairy Promotion Chairperson. We would love to see every county in Tennessee participate!

Denise Jones

Denise Jones
Senior Manager of Farmer Relations



THE DAIRY ALLIANCE

June Dairy Month
2020
The Art of Dairy

