

DAIRY PROMOTION CONTESTS TERMS AND CONDITIONS

SCRAPBOOK CONTEST RULES

1. One 4-H member is eligible to be named as your County Dairy Promotion Chairperson (*past state winners are ineligible to win state prizes again*).
2. A dairy promotion activity report for June Dairy Month should be submitted in the form of a scrapbook (*approx. 12 x 12*), a PowerPoint or PDF document. Scrapbook MUST:
 - be submitted as an organized documentation of the promotion, including: pictures, newspaper articles, and other descriptive materials.
 - be completed using resources citing social media promotions and resources prior to the end of June of the current year.
 - include the summary report (*enclosed in this mailing*) completed and inserted inside the front cover.
3. All submissions must be postmarked or emailed for judging no later than **July 31st** (*Late entries will not be eligible to win state awards*). Judging will be done by qualified persons in the dairy industry. Winners will be notified immediately following the judging.
4. Winning scrapbooks will be in the possession of The Dairy Alliance for one year to use for display and promotional purposes, and then returned.

SUBMIT SCRAPBOOKS TO:

Denise Jones

djones@thedairyalliance.com

175 George Beaven Rd.

Loretto, KY 40037

(Mailing address for scrapbooks only)

SCRAPBOOK CONTEST AWARDS

A. Participation Award

- **Exclusive Polo Shirt:** Each chairperson who documents a satisfactory project by returning a scrapbook of activities will receive an exclusive polo shirt designed for 4-H Chairpersons

B. Media Award

- **\$250:** There will be one (1) state award given to the chairperson who documents the best use of the media in their county. This includes, but is not limited to, use of radio Public Service Announcements (PSA's), newspaper articles, TV coverage of events and social media.

C. Best Use of Theme Award

- **\$250:** There will be one (1) state award given to the chairperson who documents the best use of the current year's promotional theme in activities throughout June.

D. Division Awards

- **\$500:** There will be three (3) state awards given to the chairperson(s) who document the best overall dairy promotion activity report based on opportunities in their specific county's division (*Please see enclosed list to determine local division*).
- **\$200:** There will be three (3) state awards given for the division winning chairperson(s) local 4-H Activity Fund.

CRITERIA FOR JUDGING DIVISION AWARDS

15% - Appearance

Cover should be eye catching and attractive (5%). Photographs and/or illustrations with arrangement and relevance to promotion activities and quality (10%).

70% - Contents

Chairperson Summary Report on page 1 and easy to follow (5%). Effective presentation of promotional efforts through community efforts (30%), media/social media efforts (20%) and newspaper/radio/T.V. efforts (15%).

15% - Arrangement

Layout shows creativity and consistency, good use of space and good mix of pictures, text and advertisements (10%). Text and printing are easy to read with no glaring errors in grammar or spelling (5%).

MEDIA DIVISION LISTS

For the purpose of this contest, commercial radio stations as well as commercial newspapers are counted as media. A station having both AM and FM broadcasts, but under the same ownership, will be treated as **one** (1) station. If you believe your county is in the wrong category, please contact The Dairy Alliance immediately so we can change your category, if necessary.

Division I – Counties with no more than 2 media outlets

Bedford	Crockett	Henderson	Loudon	Rhea	Union
Benton	Decatur	Hickman	McNairy	Roane	Van Buren
Bledsoe	Dekalb	Houston	Meigs	Robertson	Wayne
Bradley	Fayette	Humphreys	Monroe	Sequatchie	Weakley
Cannon	Grainger	Jackson	Moore	Smith	White
Carter	Greene	Jefferson	Morgan	Stewart	
Cheatham	Grundy	Johnson	Perry	Tipton	
Chester	Hancock	Lake	Pickett	Trousdale	
Clay	Haywood	Lewis	Polk	Unicoi	

Division II – Counties with 3 to 4 media outlets

Anderson	Dickson	Hardin	Marion	Putnam
Blount	Dyer	Hawkins	Marshall	Rutherford
Campbell	Fentress	Henry	Maury	Scott
Carroll	Franklin	Lauderdale	McMinn	Sevier
Cocke	Giles	Lawrence	Montgomery	Warren
Claiborne	Hamblen	Lincoln	Obion	
Cumberland	Hardeman	Macon	Overton	

Division III – Counties with 5 or more media outlets

Coffee	Hamilton	Shelby	Washington
Davidson	Knox	Sullivan	Williamson
Gibson	Madison	Sumner	Wilson