

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



June Dairy Month County Chairperson Application & Resume

DEADLINE: May 25, 2020

COUNTY: _____ MEDIA DIVISION*: _____

4-H CLUB MEMBER CHAIRPERSON	
NAME: _____	SHIRT SIZE: <u>Adult Polo</u>
SHIPPING ADDRESS: _____	
CITY/ST/ZIP: _____	
EMAIL: _____	PHONE: _____

4-H EXTENSION AGENT	
NAME: _____	
MAILING ADDRESS: _____	
SHIPPING ADDRESS: _____	
CITY/ST/ZIP: _____	
EMAIL: _____	PHONE: _____

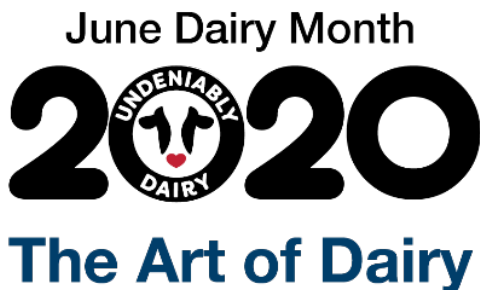
Please return this form, resume and a headshot photo** to:

The Dairy Alliance

Ashley Buice

Email: abuice@thedairyalliance.com

Questions? Call: 270.970.4792



*Media Divisions are based on individual county's opportunities for media exposure. Each county chairperson's activities will be judged against only those counties in their designated group. Only radio stations or newspapers based in your county can be used (*Please see enclosed list to determine local division*).

**Headshot photo and application will be used for press releases in the appropriate county.

June Dairy Month County Chairperson Application & Resume

DEADLINE: May 25, 2020

NAME:	COUNTY
PARENTS:	
SIBLINGS:	----- -----
AGE:	GRADE: SCHOOL:
LOCAL NEWSPAPER(S):	----- ----- -----
4-H PROJECT AREAS	----- -----
What events/contests have you participated in through 4-H?	----- ----- ----- -----
Please list any 4-H awards:	----- ----- -----
What do you do outside of 4H? (please list organization, school or church)	----- ----- ----- -----
Please list any awards outside of 4-H:	----- ----- -----

Why did you want to become June Dairy Month chairman?

Why are you passionate about the dairy industry?

Please write one or two sentences about what being June Dairy Month Chairman means to you:

*****PLEASE RETURN HEADSHOT PHOTO WITH APPLICATION & RESUME*****

June Dairy Month County Chairperson Application & Resume

DEADLINE: May 25, 2020

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

June Dairy Month County Chairperson Summary Report

Please print legibly and submit inside front cover of scrapbooks. All items due by July 31.

COUNTY: _____ MEDIA DIVISION*: _____

CHAIRPERSON: _____

Please list the name of the specific type of media used for your different dairy promotions, along with a brief description of the event. List radio and tv stations by call letters or name, social media by URLs, newspapers by name etc.

Media Ref./ Social Media	Description of Dairy Promotion

Please write a short summary of other activities you participated in, which shows how you involved other 4-H members in the promotion of dairy:

Please write a short summary of how you used this year's theme in the promotion of dairy:

USE THIS PAGE ONLY. DO NOT ATTACH ADDITIONAL PAGES. THIS FORM IS A SUMMARY FOR PG. 1.

4-H Extension Agent Signature _____ Date _____