

Scrapbook Contest 2023

Around the Dairy in Seven Days



Dear 4-H Extension Agent,

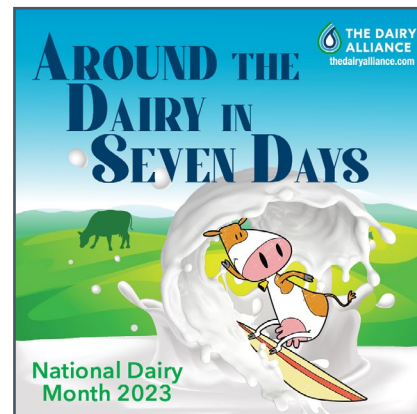
It's time to start thinking about the National Dairy Month Promotion Contest sponsored by The Dairy Alliance. This contest provides a 4-H club member in your county opportunities to build skills in project areas such as communications, leadership, health/fitness, dairy foods and food/nutrition. We encourage 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! You can submit a scrapbook virtually or complete a traditional scrapbook. All scrapbooks will be judged together using the same rubric.

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 for [National Dairy Month](#) information to use during your promotions.
- A promotional kit will be shipped to the 4-H office for every chairperson:
 - 200 Pencils
 - 200 Activity Books
 - 200 Bracelets
 - 200 Stickers
- All chairpersons who complete and submit their scrapbook will receive a limited-edition polo.
- 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.



The date for the Kick-Off will tentatively be the first week of June, with location information to come soon. We will share photos of the 2022 winning scrapbooks to provide ideas for this year's participants. We hope this will help your chairperson to compile a winning scrapbook.

Dairy Extension Specialist

Dr. Liz Eckelkamp [email](#)

Facebook: @UTIADairy

Instagram: @UTDairy

Twitter: @DairEGirl

**For post promotion from your
chairperson's social media content!**

The Dairy Alliance

Facebook: @TheDairyAlliance

Instagram: @TheDairyAlliance

Twitter: @dairy_alliance

TikTok: @RealDairyRealDelicious

**Tag us on your social post so we
can help amplify your content!**

Please read over the enclosed information. If you have questions, please call Denise at 270.970.4792 or [email](#). Please return the application information via mail or online by **April 28, 2023**.

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 Agricultural Affairs

thedairyalliance.com
5340 West Fayetteville Road, Atlanta, Ga. 30349 • 800.343.4693

National Dairy Month County Chairperson Application & Resume

DEADLINE: April 28, 2023

County: _____ Media Division*: _____

4-H Club Member Chairperson

Name: _____ Shirt Size (Adult Polo): _____

Email: _____ Phone: _____

4-H Club Extension Agent

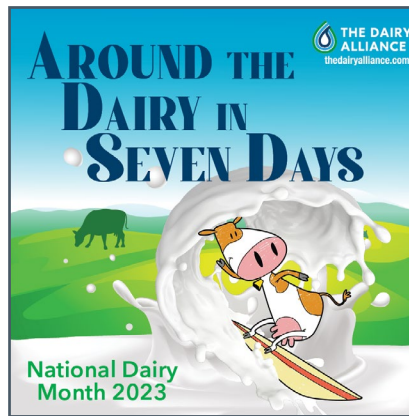
Name: _____

Shipping Address: _____

Mailing Address (if different): _____

City/State/Zipcode: _____

Email: _____ Phone: _____



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

The Dairy Alliance

Ashley Buice [email: abuice@thedairyalliance.com](mailto:abuice@thedairyalliance.com)

OR Complete and Submit Virtually [here](#)

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.

National Dairy Month County Chairperson Application & Resume

DEADLINE: April 28, 2023

Name: _____ County: _____

Parents: _____

Siblings: _____

Age: _____ Grade: _____ School: _____

Facebook: @ _____ Instagram: @ _____

TikTok: @ _____ Twitter: @ _____

Local Newspaper(s): _____

4-H Project Area(s): _____

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: _____

National Dairy Month County Chairperson Application & Resume

DEADLINE: April 28, 2023

Why did you want to become National Dairy Month chairman? _____

Why are you passionate about the dairy industry? _____

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

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

National Dairy Month 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 National Dairy Month should be submitted in the form of a scrapbook (*approx. 12 x 12*) or a 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 document*) completed and inserted inside the front cover.
 - Note: All virtual scrapbooks MUST be in PDF format. If you need help changing a PowerPoint to a PDF, reach out to your local county extension agent, or [email](mailto:lee@utk.edu) Dr. Liz Eckelkamp at eeckelka@utk.edu.
3. All submissions must be postmarked or emailed for judging no later than **July 31, 2023**. (*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 PHYSICAL SCRAPBOOKS TO:

Denise Jones

175 George Beaven Rd.

Loretto, KY 40037

(Mailing address for scrapbooks only)

SUBMIT VIRTUAL SCRAPBOOKS [HERE](#)

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.

National Dairy Month Dairy Promotion Contests

Terms and Conditions

RESOURCE FOR NATIONAL DAIRY MONTH EFFORTS

Contact Denise Jones to receive your DAIRY PROMOTION KIT! This kit includes 200 Pencils, 200 Activity Books, 200 Bracelets, and 200 Stickers to use with all community outreach efforts. Visit our website [National Dairy Month](http://NationalDairyMonth.com) 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.

CRITERIA FOR JUDGING DIVISION AWARDS

TN National Dairy Month Dairy Chairperson Tenn. 4-H DAIRY SCRAPBOOK CONTEST SCORECARD

County/ Division:

	Max Points	Score
I. Appearance (15)		
A. Cover	5	_____
- eye catching and attractive		
B. Photographs and/or Illustrations	10	_____
- arrangement and relevance to promotion activities		
- quality		
II. Contents (70)		
A. Chairperson Summary Report	5	_____
- located on page 1, easy to follow		
B. Effective Presentation of Promotional Effort		
-community efforts	30	_____
-media/social media efforts	20	_____
-newspaper/radio/T.V. efforts	15	_____
III. Arrangement (15)		
A. Layout	10	_____
- creativity and consistency		
- good use of space		
- good mix of pictures, text, and advertisements		
B. Text and Printing	5	_____
- easy to read with no glaring errors in grammar or spelling		
Total Points Earned	100	_____

Remarks:

National Dairy Month Dairy Promotion Contests

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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

Note** If the number of media outlets in your county has changed, please reach out to Denise Jones (djones@thedairyalliance.com).

National Dairy Month County Chairperson Summary Report

Please print legibly and submit inside front cover of scrapbooks. Put as the second page in PDF virtual submissions. **All items due by July 28, 2023.**

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 Reference/Social Media Platform	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