

Fan Favorite Photo Contest

Photo contest on social media gives exposure to young photographers.

by **Kasey Brown**, associate editor

Social media is a growing presence in our lives, and it can be a tool for the agriculture community. The *Angus Journal* used its Facebook page, for the second time, as a tool to give more exposure to talented photographers — all 21 years old or younger. The *Angus Journal* Fan Favorite Photo Contest aims to expand the appreciation of the work from these talented National Junior Angus Association (NJAA) members.

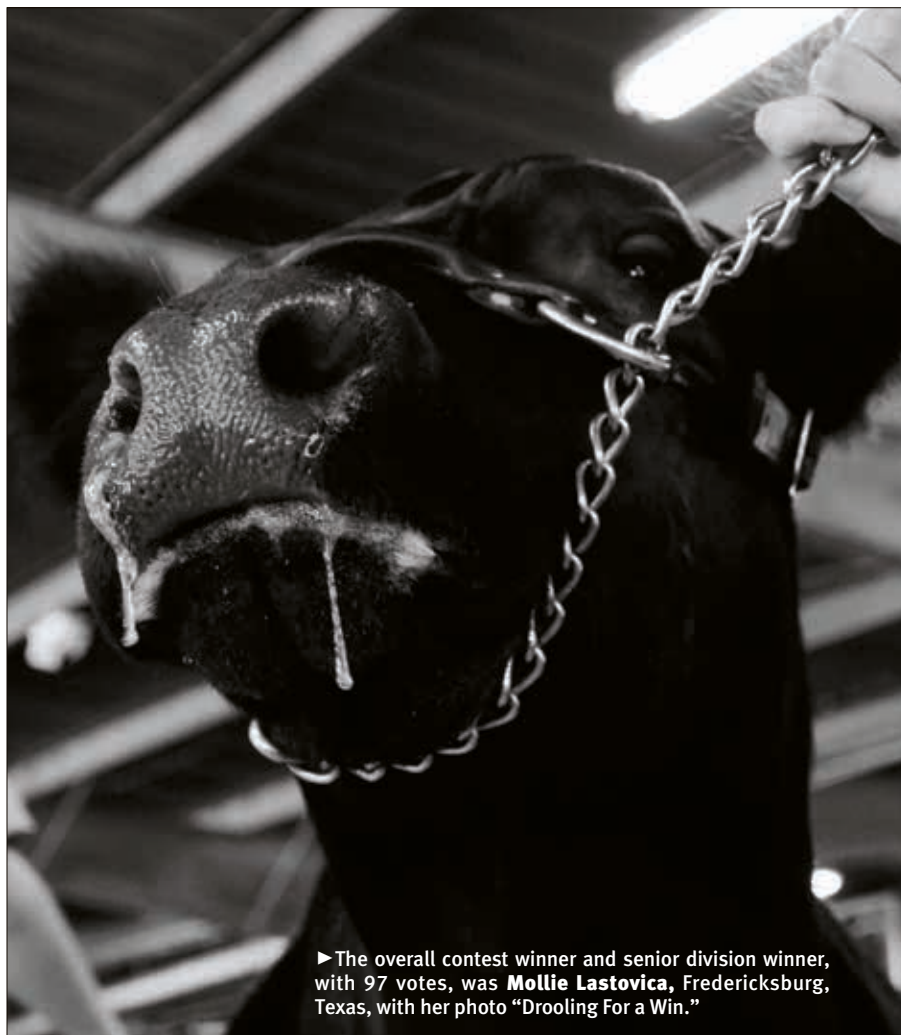
These photographers all entered their photos in the 2013 NJAA/*Angus Journal* Photo Contest, which was conducted in conjunction with the National Junior Angus Show (NJAS). After the official contest judging took place, the top photos (those that placed, honorable mentions and editor's picks) were posted to the *Angus Journal* Facebook page within their appropriate age group, comprising three albums — junior, intermediate and senior. Facebookers, youth and adults alike, were invited to become a fan of the page, then vote by “liking” as many of their favorite photos as they wanted.

Votes were only tallied for fans of the page, so juniors and their families were invited to share their photos on their own page, but directed their friends back to the *Angus Journal* page to vote. By the end of the two-week contest duration, likes were tallied within each division and winners were revealed at the NJAS in Kansas City, Mo.

Winners had their photos displayed as the *Angus Journal* Facebook page cover photo with recognition of the photographer and



► The contest winners each have their photo posted as the *Angus Journal* Facebook page cover photo. The *Angus Journal* posts timely relevant industry information, plus fun pictures and information for the Angus family.



► The overall contest winner and senior division winner, with 97 votes, was **Mollie Lastovica**, Fredericksburg, Texas, with her photo “Drooling for a Win.”

2013 National Jr. Angus Show • Kansas City, Mo.

photo name, in addition to being recognized as Fan Favorite Photo Contest winners at NJAS.

Within two weeks of posting the contest, more than 400 people became fans of the *Angus Journal* Facebook page, and more than 2,400 votes were cast.

The overall contest winner and senior division winner, with 97 votes, was Mollie Lastovica, Fredericksburg, Texas, with “Drooling For a Win.” The intermediate division was won by Renae Tokach, Saint Anthony, N.D. Her photo “Dog’s Eye View” garnered 64 votes. Francesca DeVore, Promise City, Iowa, won the junior division with 63 votes for “Haying Around.”

“The success of the Fan Favorite Photo Contest says much about the strength of the Angus community. We love to see what other people in the Angus family do on a daily basis, and the contest gives us a chance to share those moments through the eyes of our youth,” said Shauna Rose Hermel, *Angus Journal* editor, noting the winning photos struck a chord with the *Angus Journal* Facebook audience. “It’s truly inspiring to see the emotional ties with family, friends, animals and the land that these photos capture, and we’re pleased to share them.”

The purpose of the NJAA/*Angus Journal* Photo Contest is to help NJAA members increase their communication skills through the creative display of a message or feeling through photography. Contest results were reported in the August issue.

Photos of Angus cattle, breeders, farms, ranches, shows, sales or scenes were judged on creativity and composition. The “around the farm or ranch” category provides the opportunity to enter photographs that highlight activities and scenes around the farm or ranch, but that do not necessarily have Angus cattle in the photograph. The other three categories — Angus cattle, landscape and people — are intended for photos that focus on Angus cattle or people.

Photos entered in the contest have the potential to be published in the *Angus Journal*, and vertical photos have the potential to be magazine cover photos.

The Facebook page allows the *Angus Journal* to publish timely industry information and share photos with the Angus family. Due to the success of this contest, be sure to “like” the Facebook page and check for other potential contests throughout the year.



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