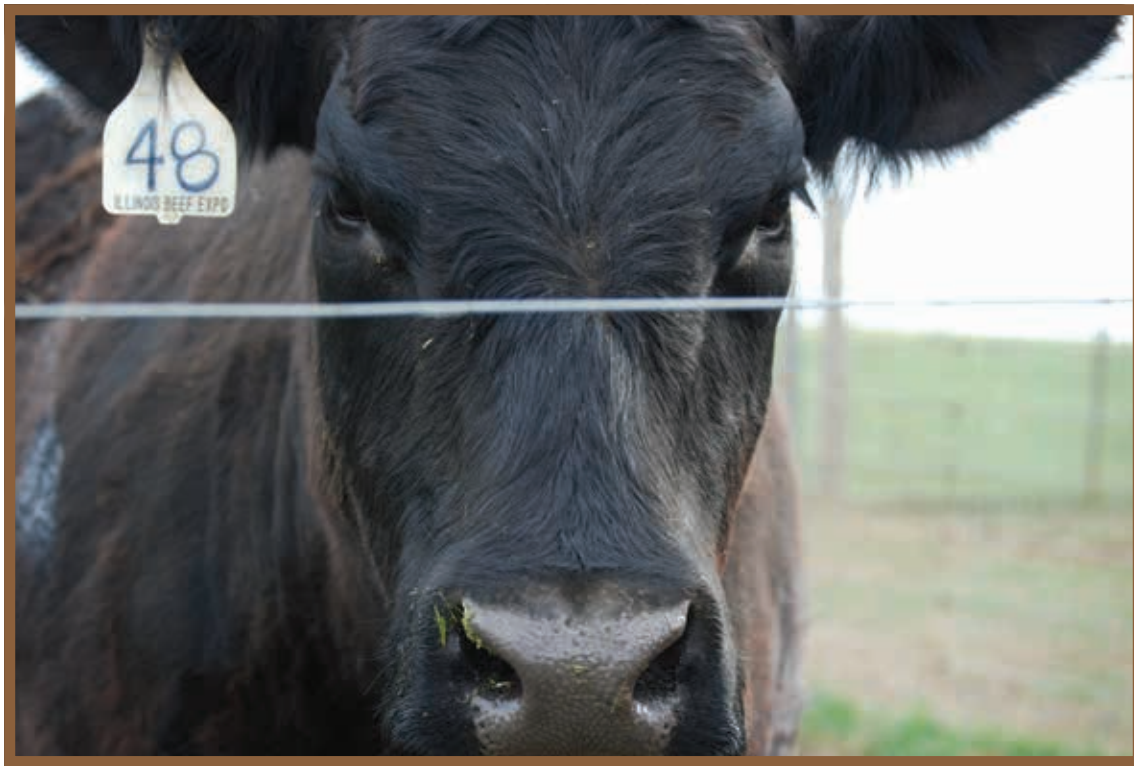


# Digital Reach

*Social media photo contest gives exposure to young photographers.*

by Kasey Brown, Angus Beef Bulletin



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Overexposure is something most photographers avoid in their photos. Giving the photos themselves more exposure, however, is welcome. Now in its seventh year, the *Angus Journal* Facebook page expanded the digital reach of the National Junior Angus Association (NJAA)/*Angus Journal* Photography Contest. The *Angus Journal* Fan Favorite Photo Contest aims to show off the work of talented NJAA members through social media.

These photographers entered their photos in the 2018 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 personal newsfeed, but directed their friends back to the *Angus Journal* page to vote. By the end of

the online contest, likes were tallied within each division, and winners were revealed.

Winners had their photos displayed as the *Angus Journal* Facebook page cover photo with recognition of the photographer and photo name, in addition to recognition as Fan Favorite Photo Contest winners in the *Angus Journal* itself.

The overall winner, with 90 votes, was from the junior division. Claire Marie Kuipers of Illinois won with “Ready for My Close-up.” Coming in second place with 54 votes was “Field of Gold,” by Jordon Oliver of Illinois from the intermediate division.



*Second place with 54 votes was “Field of Gold,” by Jordon Oliver of Illinois from the intermediate division.*

Hailie Conley from Ontario, Canada, won third with “Lickity Split,” from the senior division, earning 15 votes.

“When we started this contest seven years ago, we never anticipated how popular it would become. It is great to see how much support they get online,” says Kasey Brown, creator of the Fan Favorite contest.

The purpose of the photo contest is to help NJAA members increase their communication skills through

the creative display of a message or feeling with the use of photography.

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 highlighting

activities and scenes around the farm or ranch but do not necessarily have Angus cattle in the photograph. The other three categories — Angus cattle, Angus landscape and Angus 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 could end up as magazine covers. See the results of this year’s contest beginning on page 134.

The Facebook page allows the *Angus Journal* to share timely industry information and photos with the Angus family. To view the contest winners, visit the *Angus Journal* on Facebook and click “like” to see other contests and important industry information. 📱

*Editor’s Note: Kasey Brown is the associate editor of the Angus Beef Bulletin.*



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