



Fan Favorite Photo Contest

Photo contest on social media gives exposure to young photographers.

by *Kasey Brown*, associate editor

Facebook is becoming part of our everyday vernacular. It was prevalent in prepared public speeches and team marketing presentations at the National Junior Angus Show (NJAS). For the fourth time, the *Angus Journal* used its Facebook page 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 of these talented National Junior Angus Association (NJAA) members.

These photographers all entered their photos in the 2015 NJAA/*Angus Journal* Photo Contest, which was conducted in conjunction with the 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

► **Above:** The overall contest winner and intermediate division winner was **Kenedi Darbonne**, Opelousas, La. Her untitled photo garnered 183 votes.

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 two-week contest duration, likes were tallied within each division and winners were revealed online. Champions were also recognized at the photo display at the NJAS in Tulsa, Okla.

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

Social media is a great way to disseminate information, and within two weeks, more than 642 people became fans of the *Angus Journal* Facebook page. More than 2,290 votes were cast.

The overall contest winner and intermediate division winner, with 183 votes, was Kenedi Darbonne, Opelousas, La., with her untitled photo. The senior division winner, with 132 votes, was Taryn Shaw, Jennings, La., with her photo “From a Spider’s



► 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 senior division winner, with 132 votes, was **Taryn Shaw**, Jennings, La., with her photo “From a Spider’s Eye View.”

Eye View.” Cammie Rone, Courtland, Miss., won the junior division with 132 votes for “I Wuv You.”

“I’m constantly impressed with the quality and creativity of the juniors’ photos,” says Kasey Brown, associate editor and creator of the Fan Favorite contest. “More and more of our juniors and adult members are on Facebook. This contest lets more people see these young photographers’ hard work, especially if they couldn’t make it to Tulsa this year.”

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.

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 results of this year’s contest will be published in the October *Angus Journal*.

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 in your newsfeed.



► **Cammie Rone**, Courtland, Miss., won the junior division with 132 votes for “I Wuv You.”

