

Fan Favorite Photo Contest

Successful inaugural photo contest gives exposure to young photographers.

by Kasey Miller

Contests often have a great amount of talent, but it is always nice to be able to share that talent with a wider audience than just the contest judges. Such was the case with the inaugural *Angus Journal* Facebook page's Fan Favorite Photo Contest.

The Fan Favorite Photo Contest's goal was to give more exposure to the top photos entered in the 2012 National Junior Angus Association (NJAA)/ *Angus Journal* Photography Contest and to generate more interaction on the *Angus Journal* Facebook page.

"Our annual photography contest for the National Junior Angus Show (NJAS) offers a wonderful display of agriculture through the eyes of our junior members," says *Angus Journal* editor Shauna Hermel. "We know beauty is in the eyes of the beholder, and there are so many great photos. This online contest provided a way for our Facebook fans to pick their own favorites."

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.



► **Shyla Kreager**, Newark, Ohio, won the overall contest and the intermediate division with 129 votes. 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.

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 Louisville, Ky.

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 in the display at NJAS.

Social media is a great way to disseminate information, and within two weeks, 726 people were fans of the *Angus Journal* Facebook page, effectively doubling fan participation. More than 1,460 votes were cast.

The overall contest winner and intermediate division winner, with 129 votes, was Shyla Kreager, Newark, Ohio, with her photo "Clover on a Sunny Day." Second place was Samantha Schermer, Latimer, Iowa, with "Future Showman in Training." She first won the senior division with 68 votes. Third place in the Fan Favorite Contest was Jenna Hamilton, Buena Vista, Va., with her picture "Dee-licious." She won the junior division with 47 votes.

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



► **Jenna Hamilton**, Buena Vista, Va., won overall third place in the Fan Favorite Photo Contest by winning the junior division with 47 votes.



► **Samantha Schermer**, Latimer, Iowa, won second overall and the senior division with 68 votes.