



# Expanding Reach

Social media photo contest gives exposure to young photographers.

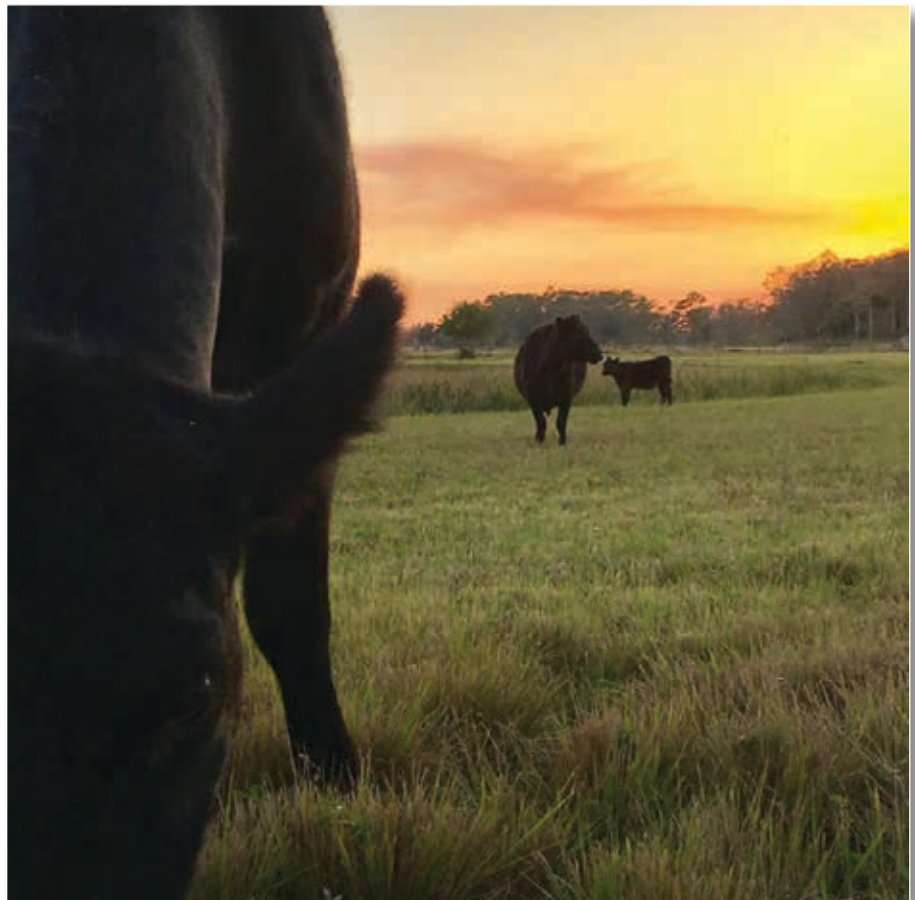
by *Kasey Brown*, special projects editor

Overexposure is something most photographers avoid in their photos. Giving the photos themselves more exposure is welcome. Now in its sixth year, the *Angus Journal* Facebook page did just that with its Fan Favorite Photo Contest. The *Angus Journal* Fan Favorite Photo Contest aims to show off the work of talented National Junior Angus Association (NJAA) members.

These photographers all entered their photos in the 2017 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 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 online.

Winners had their photos displayed as the *Angus Journal* Facebook page cover photo



► The overall winner was from the junior division with 161 votes. **Aidan Hood** from Stuart, Fla., won with *Not a Single Worry*.

► 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.

with recognition of the photographer and photo name, in addition to being recognized as Fan Favorite Photo Contest winners in the *Angus Journal* itself.

The overall winner, with 161 votes, was from the junior division. Aidan Hood from Stuart, Fla., won with *Not a Single Worry*. Second place was from the intermediate division with 137 votes; Lane Smith, Loxahatchee, Fla., won second with *I Can Play Here, Right?* Third place went to senior Morgan Fruge, Jennings, La., with 69 votes for *Morning Glory*.

“When we started this contest six years ago, we never anticipated how much it would take off. The amount of engagement and reach these photos get on Facebook is fantastic. The juniors really create excitement with their photos, and it is great to see how much support they get online,” says Kasey Brown, creator of the Fan Favorite contest.

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, 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 have the potential to be magazine cover photos. See the results of this year’s contest beginning on page 206.

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.

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► Above: The senior division winner, with 69 votes, was **Morgan Fruge**, Jennings, La., with her photo *Morning Glory*.

► Right: **Lane Smith**, Loxahatchee, Fla., won second place with 137 votes in the intermediate division. Lane’s photo is named *I Can Play Here, Right?*