

2016 Fan Favorite  
overall and junior division winner

Wyat James  
“Generations of Angus Heritage”

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# Fan Favorite Photo Contest

Photo contest on social media gives exposure to young photographers.

by Kasey Brown, senior associate editor

For the fifth 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 2016 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 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, likes were tallied within each division and winners were revealed online.

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



►Wyat James won the overall contest and junior division with 197 votes for “Generations of Angus Heritage.”

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

Social media is a great way to disseminate information, and in just more than a week, 621 people became fans of the *Angus Journal* Facebook page. More than 4,250 votes were cast.

The overall contest winner and junior division winner, with 197 votes, was Wyatt James, Bruce, S.D., with his photo entitled “Generations of Angus Heritage.” The intermediate division winner, with 119 votes, was Zoey Guffey, Bakersfield, Mo., with her photo “Fly on a Wire.” Aliesha Dethlefs, North Platte, Neb., won the senior division with 74 votes for “You’re Never Too Old.”

“With this the fifth year of the contest, I’m so pleased to see the number of votes keep increasing. People seem to really enjoy seeing the photos taken by NJAA members,” says Kasey Brown, senior associate editor and creator of the Fan Favorite contest. “This contest gives another way to support our juniors even if they couldn’t go to Grand Island 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. See the results of this year’s contest beginning on page 24.

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.



► **Above:** The senior division winner, with 74 votes, was Aliesha Dethlefs, with her photo “You’re Never Too Old.”

► **Left:** The intermediate division winner was Zoey Guffey. Her photo “Fly on a Wire” garnered 119 votes.

