



Fan Favorite Photo Contest

Photo contest on social media gives exposure to young photographers.

by **Kasey Brown**, associate editor

Social media is a growing presence in our lives, and it can be a tool for the agriculture community. For the third time, the *Angus Journal* has used its Facebook page as a tool 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 2014 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

► **Above:** The overall contest winner and intermediate division winner was **Emily Wogan**, Hebron, Ohio. Her photo “A Little Privacy Please” garnered 125 votes.

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 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 Indianapolis, Ind.

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 707 people became fans of the *Angus Journal* Facebook page, and more than 3,840 votes were cast.



► 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 on its Facebook page accessible at www.facebook.com/AngusJournal.





► **Samantha Wallace**, Kansas, Ohio, won the junior division with 121 votes for “Out of the Storm.”

The overall contest winner and intermediate division winner, with 125 votes, was Emily Wogan, Hebron, Ohio, with “A Little Privacy Please.” The junior division was won by Samantha Wallace, Kansas, Ohio. Her photo “Out of the Storm” garnered 121 votes. Destiny McCauley, Bowling Green, Fla., won the senior division with 99 votes for “Baling Hay on a Hot Summer Day.”

“The quality of the photos submitted is fantastic, and hopefully this contest brings to light the skill of these young photographers. It is always fun to see Angus cattle and life on the ranch through the eyes of juniors,” says Kasey Brown, associate editor and creator of the Fan Favorite contest. “Facebook is a great way to reach a larger audience with these photos and give credit to the juniors.”

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 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 150.

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 contest, be sure to like the Facebook page and check for other potential contests throughout the year.



► The senior division winner, with 99 votes, was **Destiny McCauley**, Bowling Green, Fla., with her photo “Baling Hay on a Hot Summer Day.”

