

## June Dairy Month Display Contest sponsored by Shawano County Dairy Promotions, Inc.

4-H, FFA or nonprofit youth group will have the option to have a lawn display and/or a video clip of 2-5 minutes. The lawn display and/or video message should reflect a **positive educational message and promotion of the dairy industry**.

### **Video Clip:**

To qualify for a \$20 reimbursement for participation in the video clip contest, each 4-H/FFA or nonprofit youth group must provide the below no later than **Monday, June 1st** to Heidi Pettis, Media Coordinator at [Heidi.a.zahn@gmail.com](mailto:Heidi.a.zahn@gmail.com)

Video clip of 2-5 minutes in length uploaded to YouTube.

1. Email YouTube video link to Shawano County Dairy Promotion Inc. Media coordinator- Heidi Pettis
2. A copy of the completed Model Release form (scan, mail or electronic photo).  
<https://fyi.extension.wisc.edu/shawano4h/current-registrations/>

### **Lawn display:**

1. Promotional displays must be in place by June 1<sup>st</sup> and remain in place until June 30<sup>th</sup>.
2. Display must be highly visible from a public road and located in Shawano County. (Please be careful to not place the lawn display in "legal" road right of way).
3. Permission must be obtained from the titled landowner/business to place the display on their property.

To qualify for a \$20 reimbursement for participation in the lawn display contest, each 4-H/FFA or nonprofit youth group must provide the following by **Friday, June 5<sup>th</sup>** to Mary Lou Kugel, [kugmlou5@gmail.com](mailto:kugmlou5@gmail.com)

1. One to four digital photos of the display. If you opt to mail in hard copy, please send to Mary Lou Kugel W5924 Porter Rd, Shawano, WI 54166
2. A copy of the thank you that was sent to the titled landowner/business
3. A copy of the completed Model Release form. *If there are no youth in the photo(s) being submitted, only a General Leader or Co-Leader need to complete the model release and provide a signature.* (scan, mail or electronic photo page 1, page 2 if applicable )  
<https://fyi.extension.wisc.edu/shawano4h/current-registrations/>

Upon receipt of your submission the event coordinator will send an email confirming receipt.

Judging in each category will be based on a combination of "likes" and "shares" on the **Shawano County DAIRY Promotion Facebook page** from the time of posting by the event coordinators until midnight on June 30<sup>th</sup> along with the results from a panel of judges. 1<sup>st</sup> thru 3<sup>rd</sup> place cash prizes (\$50, \$40, \$30) in each category of lawn display and video clip will be named at the Annual 4-H Experience. Any group not meeting **all of the criteria** listed for each category will forfeit the right to receive the \$20 participation funds and consideration of award placings.