

# **National Dairy Month Dairy Promotion Contests**

## **Terms and Conditions**

### **SCRAPBOOK CONTEST RULES**

1. One 4-H member is eligible to be named as your County Dairy Promotion Chairperson (*previous state winners are ineligible to win state prizes again*).
2. A dairy promotion scrapbook for National Dairy Month should be submitted in the form of a PDF document or a physical mailed scrapbook. Scrapbook MUST:
  - be submitted as an organized documentation of the promotion, including: pictures, newspaper articles, and other descriptive materials.
  - be completed using resources citing social media promotions and resources prior to the end of June of the current year.
  - include the summary report (*enclosed in this document*) completed and inserted inside the front cover.
  - **Note:** All scrapbooks MUST be in PDF format. If you need help changing a PowerPoint to a PDF, reach out to your local county extension agent, or [email](mailto:eeckelka@utk.edu) Dr. Liz Eckelkamp at [eeckelka@utk.edu](mailto:eeckelka@utk.edu).
3. All submissions must be postmarked or emailed for judging no later than **July 10, 2026**. (*Late entries will not be eligible to win state awards*). Judging will be done by qualified persons in the dairy industry. Winners will be notified immediately following the judging.
4. Winning scrapbooks will be in the possession of The Dairy Alliance for one year to use for display and promotional purposes.

#### **SUBMIT PHYSICAL SCRAPBOOKS TO:**

Liz Eckelkamp  
2506 River Drive  
244 Brehm Animal Science  
Knoxville, TN, 37996

**(Please mail the posters in a flat container!)**

#### **SUBMIT VIRTUAL SCRAPBOOKS [HERE](#)**

### **SCRAPBOOK CONTEST AWARDS**

- A. Participation Award
  - Exclusive Polo Shirt: Each chairperson who documents a satisfactory project by returning a scrapbook of activities will receive an exclusive polo shirt designed for 4-H Chairpersons
- B. Media Award
  - \$250: There will be one (1) state award given to the chairperson who documents the best use of the media in their county. This includes, but is not limited to, use of radio Public Service Announcements (PSA's), newspaper articles, TV coverage of events and social media.
- C. Best Use of Theme Award
  - \$250: There will be one (1) state award given to the chairperson who documents the best use of the current year's promotional theme in activities throughout June.
- D. Division Awards
  - \$500: There will be three (3) state awards given to the chairperson(s) who document the best overall dairy promotion activity report based on opportunities in their specific county's division (Please see enclosed list to determine local division).
  - \$200: There will be three (3) state awards given for the division winning chairperson(s) local 4-H Activity Fund.

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### **RESOURCE FOR NATIONAL DAIRY MONTH EFFORTS**

The Dairy Alliance will automatically send your DAIRY PROMOTION KIT once your chairperson application is received! This kit includes 200 Pencils, 200 Activity Books, 200 Bracelets, and 200 Stickers to use with all community outreach efforts. Visit our website [National Dairy Month](#) for information to use with radio, TV and social media. In documenting PSA use, ask the radio station for a letter verifying the number of PSA's used and the total airtime devoted to them in June. If you submit your own PSA's, extreme care must be taken to ensure that the information you provide is accurate. Record social media posts, promotions and results. Include recordings or photographs of TV interviews and/or promotions.

### **MEDIA DIVISION LISTS**

For the purpose of this contest, commercial radio stations as well as commercial newspapers are counted as media. A station having both AM and FM broadcasts, but under the same ownership, will be treated as one (1) station. If you believe your county is in the wrong category, please contact The Dairy Alliance immediately so we can change your category, if necessary.

#### **Division I – Counties with no more than 2 media outlets**

Bedford	Crockett	Haywood	Lewis	Polk	Unicoi
Benton	Decatur	Henderson	Loudon	Rhea	Union
Bledsoe	Dekalb	Hickman	McNairy	Roane	Van Buren
Bradley	Fayette	Houston	Meigs	Robertson	Wayne
Cannon	Grainger	Humphreys	Monroe	Sequatchie	Weakley
Carter	Greene	Jackson	Moore	Smith	White
Cheatham	Grundy	Jefferson	Morgan	Stewart	
Chester	Hamblen	Johnson	Perry	Tipton	
Clay	Hancock	Lake	Pickett	Trousdale	

#### **Division II – Counties with 3 to 4 media outlets**

Anderson	Dickson	Hawkins	Marshall	Rutherford
Blount	Dyer	Henry	Maury	Scott
Campbell	Fentress	Lauderdale	McMinn	Sevier
Carroll	Franklin	Lawrence	Montgomery	Warren
Cocke	Giles	Lincoln	Obion	
Claiborne	Hardeman	Macon	Overton	
Cumberland	Hardin	Marion	Putnam	

#### **Division III – Counties with 5 or more media outlets**

Coffee	Hamilton	Shelby	Washington
Davidson	Knox	Sullivan	Williamson
Gibson	Madison	Sumner	Wilson

# National Dairy Month County Chairperson Summary Report

Please print legibly and submit as the second page in PDF virtual submissions.

**All items due by July 10, 2026.**

County: \_\_\_\_\_

Media Division\*: \_\_\_\_\_

Chairperson: \_\_\_\_\_

Please list the name of the specific type of media used for your different dairy promotions, along with a brief description of the event. List radio and tv stations by call letters or name, social media by URLs, newspapers by name etc.

Media Reference/Social Media Platform	Description of Dairy Promotion

Please write a short summary of other activities you participated in, which shows how you involved other 4-H members in the promotion of dairy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please write a short summary of how you used this year's theme in the promotion of dairy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**USE THIS PAGE ONLY. DO NOT ATTACH ADDITIONAL PAGES. THIS FORM IS A SUMMARY FOR PAGE 1**

4-H Extension Agent Signature

Date