

California CattleWomen 2009 Unit Scrapbook Contest

Unit Contest Directions

- Submit two (2) copies of the completed **ENTRY FORM, SUMMARY OF ENTRY** and **ACTIVITY SUMMARY**.
- Attach one (1) copy of the **ENTRY FORM, SUMMARY OF ENTRY** and **ACTIVITY SUMMARY** to the album or display board.
- Enclose one (1) copy of the **ENTRY FORM, SUMMARY OF ENTRY** and **ACTIVITY SUMMARY** with the album or display board.

Submission Format

Entries may be submitted either in albums or on a display board. Please follow the formatting instructions carefully. Entries will be disqualified if they do not meet all specifications. Keep in mind that all entries are displayed at the state Cattlemen/CattleWomen convention for your peers to admire and learn from.

Album Format

Overall scrapbooks and mini scrapbooks must be submitted in an album. Any size album is acceptable. Clear page protectors are optional. Overall scrapbooks should include a "Table of Contents" with at least 4 headings: beef promotion, unit activities/fundraisers, social activities and miscellaneous.

Publicity Tools Display Format

Albums or display boards are acceptable for tool entries. Display boards must be black matte board with a minimum 1" (one inch) margin between the entry and the edge of the board. Display boards must not be smaller than 11" x 14" and no larger than 24" x 30" and rigid enough to stand on edge. Newsletter entries must include at least three different issues.

Note: If a product you enter as an individual tool is also a component of a total communications program, you must provide separate copies of the product (brochure, newspaper clipping, etc.) for each entry.

Summary of Entry

Use one piece of plain paper, single sided, for your entry summary. Summaries submitted on letterhead and /or entries submitted without summaries will be disqualified. Please answer the following questions in your summary:

1. Goals/Measurable objectives: What were the unit's objectives for the year or for the project or tool. Describe the unit's desires and quantify, if possible.
2. Method: Explain why you chose these tools and strategies to achieve your objectives.
3. Results and budget: How did you fulfill your unit's needs? Qualify and quantify your results.
4. Challenges, innovations and creativity: What factors made the unit's goals challenging and what kind of innovative and creative ideas were used to enhance the achievement of the goals/purpose.

Activity Summary

These tables are a measurement of print and electronic media coverage and direct personal contact. Please list all activities and total the viewer/reader column.

Unit Categories

1. *Overall scrapbook*

Including all publicity in the following areas: beef promotion, social events, fundraiser

2. *Mini scrapbook*

Publicity for one event or activity (county ag day, fundraiser, anniversary, recruiting new members)

3. *Publicity Tools*

- | | | |
|------------------|-----------------|------------------|
| a. Newsletter | d. Web site | (coloring book, |
| b. Feature story | e. Other | brochure, recipe |
| c. Press release | promotion items | book) |

Judging

Entries will be evaluated by a panel of judges selected for their expertise in the public relations and scrapbook fields. Judges will have the discretion to reassign entries to a more appropriate category if needed. The decision of the judges is final. Entries will be judged by category with points awarded in the areas listed below.

Judging Criteria

| | | |
|-------------------|-----|--|
| Summary of Entry: | 20% | How clearly entry questions are answered |
| Scrapbook: | 20% | Organization and presentation of materials |
| Activity Summary: | 30% | Media coverage |
| | 30% | Direct personal contact |

Entry Deadline

Submit album/tool, entry form, summary of entry and activity summary by:

October 5th, 2009

Marsha Stevens

Scrapbook Contest

5461 Eureka Road, Suite 1

Granite Bay, CA 95746

Late entries will not be accepted.

For more information call Marsha Stevens at

(916)717-2866 mstevens@eureka-usd.k12.ca.us

Entry Retrieval

Entries will be displayed at the 2009 CattleWomen Convention in Reno, Nevada in November. Entries will be available for retrieval immediately following the close of the convention.

Prizes

Overall Scrapbook Category:

\$100.00 cash award for the highest scoring small, medium and large unit

Mini-Scrapbook Category:

\$50.00 cash award for the highest scoring small, medium and large unit

Publicity Tools:

\$20.00 cash award for the best overall entry in each category

We thank our generous sponsor



Entry Form

Name of Unit:

Name of contact person:

Title:

Address:

Phone and FAX numbers:

E-mail address:

Number of members in Unit as of February 1, 2009:

Name of Category:

Unit Overall scrapbook

Including all publicity in the following areas: beef promotion, social events, fundraiser

Unit Mini-scrapbook

Publicity for one event or activity (county ag day, fundraiser, anniversary, recruiting new members)

Unit Publicity Tools

Newsletter

Feature story

Press release

Web site

Other promotion items (coloring book, brochure, recipe book)

100 Word description of entry:

Name, address and phone number of local newspaper contact:
(CCW will send out a news release)

Activity Summary Form

Media Coverage (print, broadcast and electronic)

| Project | Publicity tool | Type | Location | Photo | Publication | Size Inches | Viewers/readers |
|-----------------|----------------------|----------------|--|----------------------------|--------------------|-------------|-----------------|
| <i>example:</i> | | | | | | | |
| <i>Home Ec</i> | <i>press release</i> | <i>feature</i> | <i>front page</i> <i>food section</i> | <i>yes</i> <i>color</i> | <i>Folsom News</i> | <i>28"</i> | <i>6,700</i> |
| TOTAL | | | | | | | 6,700 |
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Direct Personal Coverage (classroom, grocery stores, fair booths, demonstrations)

| Project | Tool | Audience | Location | Duration | Viewers/readers |
|------------------------|-----------------------------------|--------------------|--------------------------------------|------------------|----------------------|
| <i>examples:</i> | | | | | |
| <i>Ag in Classroom</i> | <i>presentation</i> | <i>3rd grade</i> | <i>Manteca</i> <i>elementary</i> | <i>4 classes</i> | <i>200 students</i> |
| <i>State Fair</i> | <i>Trade show</i> <i>booth</i> | <i>kids/adults</i> | <i>Cal Expo</i> <i>Building 2</i> | <i>18 days</i> | <i>80,000 people</i> |
| TOTAL | | | | | 80,200 |
| | | | | | |
| | | | | | |
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