

4-H Dairy Poster Contest



1974

Dairy Poster Contest

Who: Every bonafide 4-H member.

What: May participate in the "4-H June is Dairy Month Poster Contest."

When: During the months of April, May, and June.

1. Make a poster prior to June 1.
2. Poster should be judged the 1st week in June by a group of judges in the county. Three county winners should be selected (one for each age group). The three county winning posters need not be displayed as they will be judged during the State 4-H Club Congress for three state winners.

Where: You participate in your local community.

Why: To learn more about milk and milk products and their importance to human health.

Theme: WHAT MILK CAN DO FOR YOU.

How: Make a poster telling a story of milk and/or milk products.

1. Poster must be of uniform size--22" x 28".
2. Can use 22" x 28" poster board or a substitute.
3. Get ideas from television, magazines, parents, and friends.
4. Get pictures or materials from your milkman, dairy plant, dairy council unit, or milk cooperatives.
5. A slide series of posters made in previous years is available from the Dairy Youth Office. These slides will give you ideas for 1974.

Display poster in prominent location in your home town during the month of June.

- | | |
|-------------------------|---------------------|
| 1. Grocery store window | 4. Town library |
| 2. Drug store window | 5. School display |
| 3. Farm store window | 6. Extension office |

Place your name, address, age, and county on the score card which is on the opposite page. Cut the score card off and place it on the back of the poster in the upper right corner.

Prizes: Each 4-H member developing and displaying a poster will receive an American Dairy Association Bumper Sticker. Prizes on the county and state level will be awarded in the following three age groups:

(Age 9-11 years)
(" 12-14 years)
(" 15-18 years)

Every entry	Bumper Sticker
County Winner	Ribbon (1st, 2nd, and 3rd) in all three age groups.
3rd State Winner	Homemade Ice Cream Freezer " " " " "
2nd State Winner	Homemade Ice Cream Freezer " " " " "
1st State Winner	Homemade Ice Cream Freezer " " " " "

Special Notice:

All county winning posters will be on display and State awards will be presented at the Virginia State Junior Dairy Field Day on July 3rd at Augusta Expo, Staunton. The Posters will be released at 4:00 P.M. on July 3rd.

Score Card

SCORE CARD: 4-H June is Dairy Month Poster Contest.
 (Paste or tape this score card in the upper right hand corner of your poster)

Name _____ Club _____

Address _____

County _____ Age _____

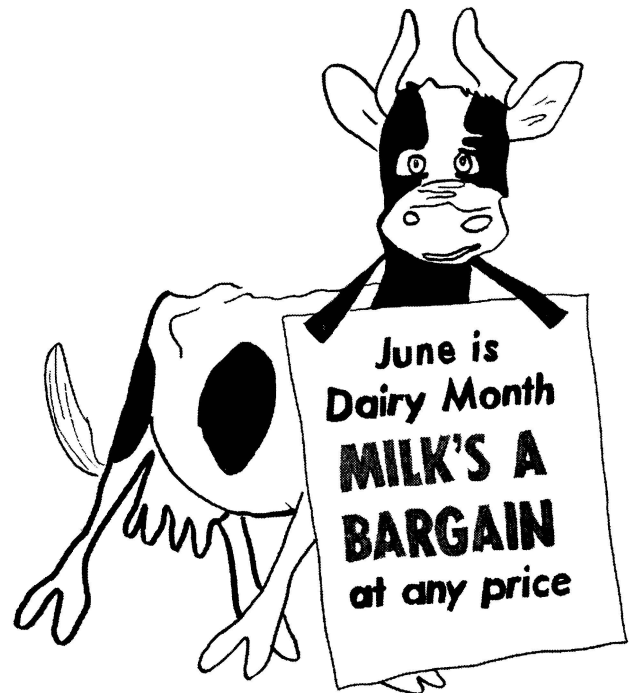
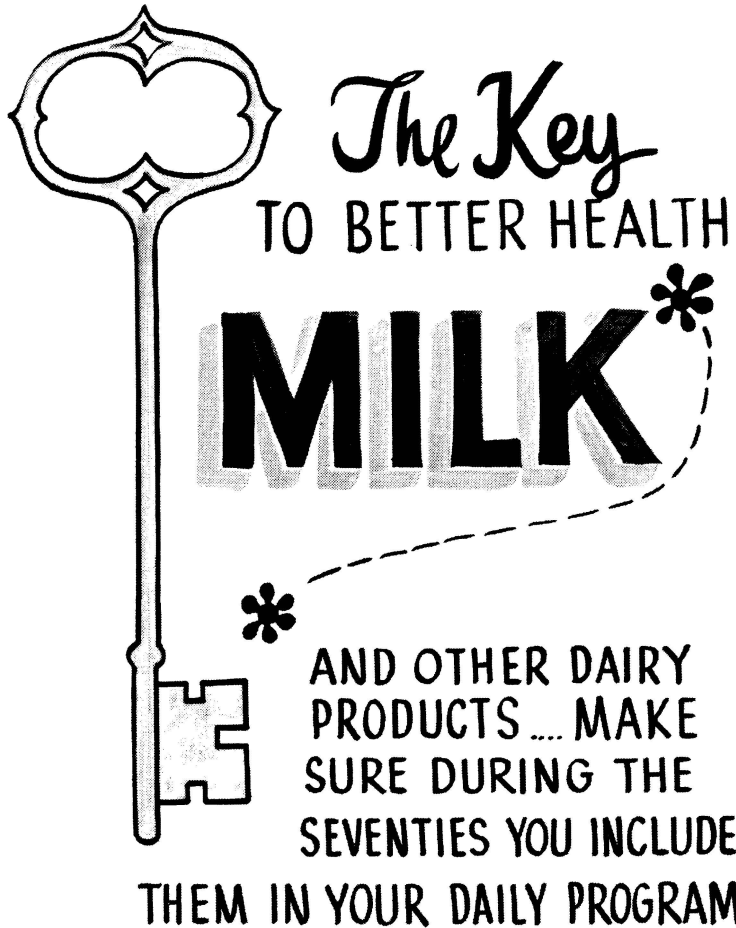
Factors for Scoring	Possible Score	Score	Comments
1. Originality - Attracts attention (holds interest)	40		
2. Follows theme--WHAT MILK CAN DO FOR YOU.	20		
3. Conveys message--easily understood	15		
4. Accurate information--factual	10		
5. General appearance:			
a. Well planned; good design	5		
b. Easily read	5		
c. Neat and well-constructed	5		
6. Ten point bonus for having a picture and/or story of your poster in local paper. Attach to back of your poster.			
7. An additional ten point bonus for making a radio presentation about your poster or June Dairy Month. Put name of station and date it was on the air on the back of the poster.			
TOTAL	100		

As a 4-H Poster Contest entrant, I have done all the work involved in designing and drawing my poster.

Signed _____

4-H Member Sign Here

**MILK-MILK PRODUCTS
GREAT FOR**



Here are some examples of the previous year's contest.

Participation in the 1973 poster contest increased to more than 4,300 entries. This represented a 23% increase over the 1972 participation level. This number of entries and the quality of work performed exemplifies the enthusiasm and interest shown by Virginia dairy youth.

To become a county or state winner, take this excited opportunity to enter your poster for 1974. Best Wishes!

MD-4 Revised March 1974