

# Calling Hereford Photographers

AHA announces the 2018 "Hereford Shots" monthly photo contest themes.

The American Hereford Association (AHA) is once again hosting a monthly "Hereford Shots" contest for all Hereford and photography enthusiasts. Each month the AHA will have a different theme for photo submissions.

Entries will be judged by a panel of industry experts. The panel will select the top five submissions that will then vie for a "People's Choice Award" on the AHA Facebook page.

The photos submitted could be used in Hereford marketing and promotion projects including ad campaigns, newsletters and the AHA website plus in the *Hereford World*.

Monthly "People's Choice" winners will be recognized online and in the magazine. In December, the 11 monthly winners will vie for the title of 2018 photo of the year. The winner will receive a \$100 *ShopHereford.com* gift card.

Entry deadlines are the first of each month. For example, the "Herefords in the Snow" photos are due Jan. 1.

The top five entries will be posted to Facebook by the fifth of each month, and Facebook voting will be open till the 10th.

For more information about the contest, e-mail Kendra Davis at [kdavis@hereford.org](mailto:kdavis@hereford.org)

## Monthly themes

### January — Herefords in the Snow

Hereford cows/calves/bulls must be the focus of the image with a snow/winter theme.

### February — Hereford Love

Show your love for the breed. Farmers and ranchers working with Herefords or something similar should be the focus of the photo.

### March — Herefords and etc.

Photo should exhibit Hereford cattle but must also include another animal. i.e. - Hereford and a goat.

### April — Herefords in the Spring

Hereford cattle must be the focus of the image with a spring theme.

### May — All About the Bull

The Hereford bull must be dominant in the photo. Can include a group of bulls.

### June — The Momma

Photo must feature the Hereford cow. Calves or bulls may be in the photo but the focus must be on the cow.

### July — Unbeatable Baldies

Photo must feature baldies - females or calves.

### August — Herefords in the Ring

Must display Herefords in the showring. Can be any show in the nation.

### September — Out to Pasture

Scenic cow herd shots. Can include commercial cattle but must have strong Hereford presence.

### October — Working Cattle

Images of working cattle from giving shots to branding to sorting cattle.

### November — The Sale Ring

Images of Hereford or Hereford-influenced cattle in a sale ring. Can include any sale day-related image.

### December — Juniors in Action

Hereford youth must be the focus of the photo. Hereford cattle must be present.

## Photo submission requirements

- We will only accept high-quality, high-resolution, color photos submitted electronically. Digital submissions must be 300 dpi, minimum 8"x10" or 8"x12", and in JPG format.
- No artwork, paintings, Polaroids or enhanced images will be accepted.
- To submit: e-mail or dropbox images to [kdavis@hereford.org](mailto:kdavis@hereford.org).
- All photos become the property of the AHA. We reserve the right to use any images submitted in the *Hereford World* or for any AHA or Certified Hereford Beef marketing purpose.
- Please include the following information with each photo entered:
  - › Title of photo
  - › Photographer's name and address
  - › E-mail address
  - › Phone number HW



PHOTO BY KEN COLEMAN (2017 "Hereford Shots" - Photo of the Year)