

RADIO PROMOTION ADVERTISING CONTEST

RULES AND REGULATIONS

This contest is designed to present and promote the dairy industry to the general public.

1. Radio spots should be exactly 30 seconds in length and may include a musical or sound effect introduction and/or background, but may not include a spoken introduction or “tag” by someone other than the contestant. The radio spot should promote/educate the public on the value of the dairy industry in a realistic and positive light.
2. Musical/sound effect introductions and endings are considered a part of the radio spot and must not cause the 30 second time limit to be exceeded
3. Save your radio spot onto a DVD or flashdrive and send the completed work to PA Holstein by January 3rd.
4. The radio spot **CANNOT PROMOTE DAIRY PRODUCTS – it must talk about value of the dairy industry, farm safety, etc., no promoting of dairy products!**
5. There will be Two (2) age divisions:
Junior – must not have reached their 14th birthday by January 1
Senior – must not have reached their 21st birthday by January 1.
6. The winning radio spots will be played at the Pennsylvania Junior Holstein Convention.

ENTRY FORM

Name _____

Address _____

County _____

Age _____ Division _____

Birthdate _____ Phone Number (____) _____

E-Mail Address _____

Radio Spots are due January 2nd
to
Pennsylvania Holstein Association
839 Benner Pike
State College PA 16801