



## **National Dairy Month Chairperson 2026**

### **Milk's Got Game!**

It's time for the National Dairy Month Chairperson Contest sponsored by The Dairy Alliance! This contest provides a 4-H club member in your county opportunities to build skills in communication, leadership, health/fitness, dairy production, dairy processing, and food/nutrition. We encourage Chairpersons to think outside of the box and utilize social media, video, photos, cooking demos and interviews with your local newspapers, radio stations and other groups you work with. Chairpersons can submit either a virtual scrapbook or a physical scrapbook to be considered for monetary prizes and state-wide recognition!

If selected as chairperson, you will then complete your National Dairy Month Chairperson **Application** and **Resume**.

The promotional theme for this year is "Milk's Got Game!". We want you to tell us what Milk's Got Game means to you! Is it fueling you up for football? Is it driving your dance practice? Is it gearing up your gaming? Show us how you do dairy!



Through participation in this contest, each chairperson will be able to:

- Identify contacts to help create and conduct a virtual promotion.
- Construct an action plan for a dairy promotion.
- Build partnerships with community businesses for expanding promotion activities.
- Gain familiarity with current dairy industry resources.
- Build self-esteem by developing their unique talents.
- Communicate the importance of including dairy in a healthy diet.

The Dairy Alliance will support your chairperson in several ways:

- Each chairperson will receive a t-shirt and a hat.
- Visit our website for [National Dairy Month](#) information to use during your promotions.
- A promotional kit will be shipped to the 4-H office for every chairperson:
  - 200 Pencils
  - 200 Activity Books
  - 200 Bracelets
  - 200 Stickers
- All chairpersons who complete and submit their scrapbook will receive a limited-edition polo.
- Best Use of Media, Best Use of Theme, and Division Award winners will receive monetary gifts.
- \$200 will be added to the local county 4-H funds of the three overall Division Award winners.

#### **Dairy Extension Specialist**

Dr. Liz Eckelkamp [email](#)

Facebook: [@UTIADairy](#)

Instagram: [@UTDairy](#)

Twitter: [@DairEGirl](#)

**For post promotion from your  
chairperson's social media content!**

#### **The Dairy Alliance**

Facebook: [@TheDairyAlliance](#)

Instagram: [@TheDairyAlliance](#)

Twitter: [@dairy\\_alliance](#)

TikTok: [@RealDairyRealDelicious](#)

**Tag us on your social post so we  
can help amplify your content!**

The date for the National Dairy Month Kick-off on **May 28, 2026**, at the [Ed Jones Auditorium](#), [416 Hogan Rd](#), [Nashville, TN 37220](#). We will share the 2025 winning scrapbooks to provide ideas for this year's participants. We hope this will help your chairperson to compile a winning scrapbook.

Please read over the enclosed information. If you have questions, please call Liz at 865.974.8167 or email at [eeckelka@utk.edu](mailto:eeckelka@utk.edu). Complete the application on-line by **April 1, 2026**. Submit scrapbooks by **July 10, 2026**.

We're excited about being able to offer support again this year to each County Dairy Promotion Chairperson. We would love to see every county in Tennessee participate!

# National Dairy Month Dairy Promotion Contests

## Terms and Conditions

### JUNE DAIRY CHAIRPERSON 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 VIRTUAL SCRAPBOOKS [HERE](#)**

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

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

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

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### JUNE DAIRY CHAIRPERSON 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