

**ACTION REQUESTED BY:** APRIL 30, 2011

**Purpose:** To gather photos that showcase the great work NH-NRCS is doing.

**Expiration Date:** Continuous with the first photo evaluation ranking cut-off date of April 30, 2011.

**Explanation:** It has become increasingly important to showcase the work NRCS is doing in New Hampshire. Doing this provides real, visual proof that taxpayer dollars are being spent for the good of New Hampshire and its people. The better, more engaging pictures that can be shown to constituents, the greater likelihood the message of the value of NRCS work will be heard and understood.

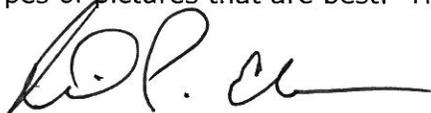
**Photo Contest:** To achieve the purpose of this bulletin, the State Conservationist is asking for photos to be submitted to Betty Anderson, Public Affairs Specialist, in jpg format by April 30, 2011. Photos will be ranked by Rick Ellsmore and Betty Anderson (the only two people not eligible in the NH NRCS to participate in this contest) on the following criteria:

1. Visual clarity (not out of focus)
2. Artistic composition
3. How well the photo or photos represents the subject matter – does it get the message across that the NRCS did something really good?
4. How much does the photo “pull at the heart-strings” of the viewer? For example, a photo showing an endangered animal on protected land has an “aw factor” that a photo of just the protected land does not have. A photo of a baby endangered animal is even better.
5. Is there a before and after photo taken from the same angle or a series of photos that show significant positive change over time? This will earn many extra points. Being able to show an animal, dirty, standing in sludge in manure looking sad and neglected and then a photo of that same animal (or one that looks just like it) in the same place looking clean, happy, and well-kept standing in a grassy area or on a clean high use pad is best. Similarly, for a conservation easement, showing developed land next to the conservation easement land that looks really built up and not conservation friendly juxtaposed with a picture of the conserved land looking beautiful with some deer or other cute animals on it is great.
6. Again, points will be given for showing a marked difference in the before and after picture; i.e., the before picture scene looks really horrendous from a conservation point of view and the after picture looks really good from a conservation point of view.
7. Pictures that have been previously submitted for other projects/requests are eligible for re-submission in this contest.

**Prize: A spot award of \$500 will be given to the first place winner, \$200 to the second place winner and \$100 to the third place winner.**

**Note:** Any great pictures that showcase good NRCS work will be accepted and appreciated. If you do not have a "before picture", please still send in your great "after" picture for consideration. If you have an after picture without a before picture, but could take a before picture of a similar practice or situation on another site, that will also be accepted.

**Contact.** Please feel free to call Betty Anderson on 603-868-9931 x136 to talk about the types of pictures that are best. This contest is only open to NRCS-NH employees.

A handwritten signature in black ink, appearing to read 'R.P. Ellsmore', with a long horizontal flourish extending to the right.

RICHARD P. ELLSMORE  
State Conservationist – New Hampshire

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