



Memo

To: MCWD Board of Managers
From: Telly Mamayek, MCWD Director of Communications and Education; Trevor Born, Communications Coordinator
Date: May 8, 2015
Re: Earth Day Photo Contest

The District's Communications Program implemented an Earth Day Photo Contest this spring. The goals for this contest were to:

1. Increase awareness of MCWD by being part of the on-line conversation about Earth Day
2. Engage District stakeholders on our digital outreach platforms (website, social media and Splash e-newsletter) to add followers and enhance the District's brand
3. Help promote and provide content for the District's Instagram account which was launched last year
4. Add new photos to the District's archive for use in digital and print publications, signage, and other outreach

The contest was announced on Monday, March 30th in a Splash e-newsletter and in posts on the District's website, Instagram, Facebook and Twitter. Nearly 100 entries were received by the deadline on Earth Day. The first through third-place winners in each category (landscape and recreation) were announced the following Friday, May 1.

As it was the first year of the photo contest, staff decided to keep the parameters simple. Entries were solicited and received through the District's website and Instagram account and no prizes were given. The entries were narrowed to ten finalists in a ranked-choice voting process by the Ed/Comm staff. The finalists were then presented to the entire District staff who each received three stickers of different colors (worth between one and three points) to rank their top three picks in each category. The photos with the most points won.

Considerations were made to ensure there was a signed photo release for any identifiable people in a photo and the District had permission to use the photo with proper credit to the photographer.

In addition to generating a lot of buzz on the District's Facebook page and the District's other social media accounts, the photos are already being used in the District's outreach efforts including signage for the Minnehaha Creek Greenway project.

Based on the success of this effort, staff intends to make this an annual event and move up the contest date so winners are announced on Earth Day.

RECREATION

1st Place: Late August evening on Lake Harriet, by Stan Waldhauser



2nd Place: Wake surfer Lance Prado on Lake Minnetonka, by Samantha Hanus



3rd Place: Puppy sunrise at Centerview Beach at Lake Minnetonka's Harrison Bay, by Tim May



LANDSCAPE

1st Place: Sunset on Minnehaha Creek from the new pedestrian bridge at the Burwell House in Minnetonka, by Aldo Abelleira



2nd Place: A slow-shutter look at Minnehaha Falls, by Peter Stratmoen



3rd Place: Spring is near on Lake Minnetonka, by Allie Behrens

