

Florida League of Cities

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# Photography Competition for High School Students

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## OVERVIEW

A photography competition is a great way to showcase your city and shine a spotlight on what makes your community special. These competitions can be held as annual events or to promote a specific milestone, project or initiative. By utilizing a theme and categories, you can make the competition accessible to all members of the community.

## YOUR ROLE

High school students and other youth groups are good candidates for hosting photography competitions. Share the information below with students and youth organizations to help get them started.

## PREPARATION

- Theme and categories for entry – “Best of” is a common theme that can be paired with content categories (nature, architecture, people, etc.), type of photograph (smartphone, regular, drone) or skill level (amateur, youth, professional).
- Timeframe – This includes launch date, deadline for entries and date to announce winner(s).
- Platform – This could be an email account, a website or a social media outlet. Submissions can be accepted via email, through online submission (form or other portal) or using a hashtag (for social platforms).
- Judging and prizes – Choose judges that will be fair and unbiased. Decide on a prize (or prizes) appropriate for your budget and audience.

## PROCEDURE

- Launch and promote – Announce the competition prior to the launch date. Generate fanfare around the launch, and continue promoting throughout the entry period.
- Last-minute reminders – As the entry deadline approaches, be sure to send reminders to maximize participation.
- Announce the winner(s) – Be sure to announce the winners on the established date. Post on your website, share on social media, submit press releases to local news outlets, etc.
- Award prize(s) – Prize presentations are great ways to generate goodwill and provide excellent promotional photo opportunities. Make the award presentation at a public event or make it coincide with a holiday, milestone or celebration, such as Florida City Government Week.

## ADDITIONAL OPTIONS/VARIATIONS

- Calendar competition – Winning photos are included in a calendar, which can be distributed for free or sold as a fundraiser.
- Selfie competition – All entries must be “selfies.” This format works well with online or social platforms.
- Caption competition – This works best on social platforms. Post an action/funny/unusual photo, and ask for captions.