

PENNSYLVANIA YOUNG FARMERS ASSOCIATION

SPOKESPERSON FOR AGRICULTURE AWARD

Due by February 1
Submit to Denise Leydig
594 Cumberland Hwy
Berlin, PA 15530
farm2cruise92@gmail.com

Name: _____

Address: _____

City/State: _____ **Zip:** _____

Phone: _____

E-mail: _____

Chapter: _____

Advisor: _____

OBJECTIVES

1. To encourage Young Farmers and their spouses to develop articulate responses to consumer concerns about agriculture.
2. To help bridge the communication gap between rural and urban consumers and facilitate future policy decisions that will benefit both groups.
3. To provide the opportunity for spokesperson to talk with the news media and consumers about these concerns.

ELIGIBILITY

- ✓ Anyone can participate, even if not belonging to a chapter of PYFA
- ✓ Past state or national winners are not eligible. Advisors are not eligible.

CONTEST RULES

1. All contestants must be present for **all** events the day of the contest (Media Blitz, Tours, Speeches and Banquet).
2. All contestants will participate in the media blitz at 5:00 pm February 9 at the PYFA Winter Conference. Contestants will first travel to the local Weis Market where the judges will observe contestants' interaction with consumers and possible news media. One consumer will be selected to receive his/her food items paid for by PYFA. Then Contestants will present their speeches to the judges.

PENNSYLVANIA YOUNG FARMERS ASSOCIATION

3. Contestants should *come prepared* with a five minute speech on the topic given below. After the contestants give the speech a five minute question and answer session will take place based upon the contestant's speech.
.....The speech topic is: 'K \ Uhi5 [f]W `hi fYA YUbg'lc 'A Y"
The specific contents of the contestant's speech are up to the contestant, but it should be *informative*.
4. Contestants will not be allowed to listen to other presentations.
5. Contestants must be present for the banquet the same night as the contest. The state winner will be announced at the banquet. All contestants will deliver their speeches again to the banquet audience.

SELECTION PROCESS/SCORING

1. The state winner will be selected at the annual PYFA Winter Conference to be held in February.
2. A three-person panel will judge the contests. Judging will be in three areas:
 - 1) Interaction with consumers and news media at the Media Blitz which will count for 1/3 of the total score.
 - 2) A five minute speech which will count as 1/3 of the total score.
 - 3) A five-minute question and answer period (interview session) concerning any facet of agriculture and the contestant's background, counting for 1/3 of the total score.
3. Scoring:
 - a) Media Blitz
 - i) Answered media and consumer questions convincingly and accurately → 11 points
 - ii) Ability to approach consumer and present agriculture in a positive and professional manner → 11 points
 - iii) Considered consumers viewpoint while answering questions → 11 points
 - iv) *Total → 33 points*
 - b) Speech
 - i) Considered consumers viewpoint while presenting own ideas → 11 points
 - ii) Content was accurate, persuasive and believable → 11 points
 - iii) Contestant was organized, articulate and dressed professionally → 11 points
 - iv) *Total → 33 points*
 - c) Question/Answer Session
 - i) Answers considered consumer's viewpoint → 11 points
 - ii) Answers complete and accurate → 11 points
 - iii) *Total → 22 points*

Grand Total → 88 points

PENNSYLVANIA YOUNG FARMERS ASSOCIATION

4. Penalty — Five points will be subtracted for each minute or fraction of a minute that impromptu speech exceeds 5 ½ minutes or is less than 4 ½ minutes. In addition, the contestant's question and answer time will be shortened by the amount of time the statement exceeds five minutes.

AWARDS

1. Plaques and cash awards of \$100.00 for first place, \$50.00 for second place and \$25.00 for third place winners will be presented.
2. The state winner will participate in as many media events as possible throughout the year. In addition, the state winner will make themselves available for any Pennsylvania Young Farmer activities (including Summer Institute and chapter banquets), agriculture or civic function upon request, and are subject to availability of reimbursement of travel expenses.
3. The state winner will also win an all expense paid trip to the National Young Farmers Education Association Winter Institute in December.

SUGGESTED REFERENCE SOURCES

For public speaking and writing an informative speech help, visit these websites:

School For Champions: <http://www.school-for-champions.com/speaking/fear.htm>

Public Speaking: <http://www.publicspeakingtip.org/>

Speech-Time.com: <http://www.speech-time.com>

WikiHow: <http://www.wikihow.com/Write-an-Informative-Speech>

Brian Carter's Public Speaking Tips: <http://www.pulsemed.org/how-to-write-a-informative-speech.htm>