

VIRTUAL ILLUSTRATED SPEECH CONTEST

The purpose of the Illustrated Speech Contest is to encourage public speaking and leadership abilities in youth, to develop character and leadership in Hereford youth and promote interest in the beef industry and project Herefords in a positive image. The National Hereford Women in cooperation with the National Junior Hereford Association sponsor this contest.

RULES

1. The speech topic should be related to the beef industry.
2. Contestants must be a member of a state junior Hereford association and the NJHA.
3. The senior division is for youth 18-21 as of Jan. 1. The intermediate division is for youth between the ages of 14-17 years of age on Jan. 1. The junior division is for youth between the ages of 10-13 years of age on Jan. 1.
4. Speeches will be given virtually through an online Zoom meeting in front of a panel of judges the week of June 28.
5. **New in 2021** - There will be no restrictions on the number of participants per state.
6. First-place winners of the senior division at the national level are ineligible to compete in subsequent contests; first-place winners at the junior level may compete at the intermediate level when they have attained the age requirements and meet other eligibility requirements; first-place winners at the intermediate level may compete at the senior level when they have attained the age requirements and meet other eligibility requirements. The individual may, however, advance to a higher division with the exception of the senior division winner, who will then be considered ineligible to participate further.
7. Length:
 - Senior Division - 6-8 minutes
 - Intermediate/Junior - 3-5 minutes

* No points will be deducted for speech lengths of 5 minutes/30 seconds to 8 minutes/30 seconds in the senior division and 2 minutes/30 seconds to 5 minutes 30 seconds in the intermediate and junior divisions. After that, each 30-second period over or under will result in a 10-point deduction.
8. Each contestant shall provide the title and primary objective of his/her speech at the time of entry deadline. (Example title: "Purebred Cattle in Today's Economy." Objective: To discuss the impact of today's economic factors on purebred cattle operations.)
9. The speech must be presented orally.
10. A minimum of one illustration, visual aid or presentation must be prepared and used. Types of illustrations contestants are encouraged to use are charts, diagrams, props, inanimate models, puppets, posters, slides, videos or electronic presentations.
11. An additional 3 to 4 minutes will be allowed following the oral presentation to answer questions, which may be asked by the judges.
12. The primary objective of the speech must be clearly related to the designated theme of the contest.
13. Participants will need to report to the Zoom room **15 minutes** prior to their scheduled interview time. Speech materials and presentation must be ready prior to being let in to the virtual speech room.



VIRTUAL ILLUSTRATED SPEECH CONTEST CONT.

QUALIFICATION PROCEDURES - ALL PARTICIPANTS QUALIFY IN 2021

1. Speeches will be entered and given at the state level in contests sponsored by the state women's organization, Hereford Association or Junior Hereford Association.
2. Each state is eligible to certify as many senior, intermediate, and junior division participants to compete at the national level.

JUDGING PROCEDURES

1. Contests will be judged on the following:
 - Content (25%)
 - Delivery (40%)
 - Handling of Questions (20%)
 - Quality/pertinence of Visual Aids (15%)
2. In the Senior division, 5 points will be deducted at the judges' discretion for excessive use of notes.
3. When contestants pre-enter they will be informed of this stipulation in order to receive the best score possible.
4. Presentations will be held **June 22-24**.
5. A presentation schedule will be posted June 11th.
**Contestants with scheduling conflicts should contact Chloé Fowler by June 14. Anyone failing to attend their scheduled time will be disqualified.*

AWARDS

Awards are sponsored by the National Hereford Women

1. Senior Division
 - First Place - \$500
 - Second Place - \$325
 - Third Place - \$175
2. Intermediate/Junior Division
 - First Place - \$100
 - Second Place - \$75
 - Third Place - \$50

CRITERIA FOR STATE LEVEL CONTESTS

1. States may conduct the state level contest in whatever manner they deem appropriate.
2. Sponsoring organizations of state level contests might consider giving awards such as trophies, plaques

and/ or certificates of participation. Awards, judging procedure, etc., at the state level is at the discretion of the sponsor(s).

ENTRY DEADLINE: JUNE 1

Participants should register online through [SUBMITTABLE](#).

