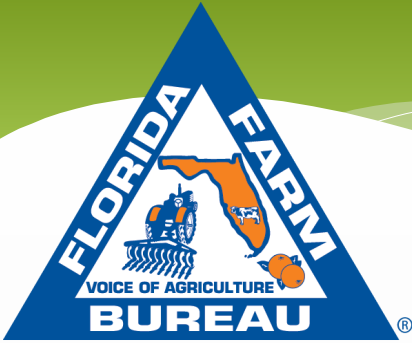




2017

Florida Farm Bureau's Youth Speech Contest

Rules and Information



“Today’s food companies employ many tactics including food labels to gain a marketing edge. How can farmers and ranchers ensure that consumers understand these labels and have confidence in the safety and quality of their food ?”



**Gold Fish
Contain
GMOs**

INGREDIENTS:
MADE WITH SMILES AND WHOLE GRAIN WHEAT FLOUR, UNBLEACHED ENRICHED WHEAT FLOUR [FLOUR, NIACIN, REDUCED IRON, THIAMIN, MONONITRA... RIBOFLAVIN ACID], CHED... (PASTEURIZ... ENZYMES), A... OILS (CANOL... SOYBEAN), C... LESS OF: SAL... YEAST, SPICE... SODA, MONI... AND ONION





Rules and Information

Background Information

Each year, the Florida Farm Bureau Federation's Women's Leadership Program sponsors a statewide Youth Speech Contest. The contest has three levels of competition: County, District and State. The winner of the County contest competes in a District contest and the District winner then competes in the State competition against the other seven District winners. The State contest is then held at the Florida Farm Bureau Federation's Annual Meeting in October 2017.

The purpose of this contest is to promote a stronger interest and clearer understanding of the many aspects of agriculture; to provide opportunities for our youth to gain knowledge, appreciation, and understanding of agriculture; and help to promote agriculture's many values and virtues.

Qualifications

The Florida Farm Bureau Federation's Youth Speech Contest is open to any student who is at least 14 years of age, and not over 18 years of age as of September 15, 2017 (not having reached their 19th birthday). Students must be a resident in the County of the sponsoring County Farm Bureau.

Membership in the County Farm Bureau is not a requirement, however, it is encouraged. Contestants must display a positive attitude about agriculture and speech content must be in line with Farm Bureau policies, which can be accessed on our website at <http://www.floridafarmbureau.org/wp-content/uploads/2017/01/2017-Policy-Book.pdf>.



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Contest Format

Each County Farm Bureau is encouraged to conduct a contest for interested students, which should be held during the school year. Please consult with Florida Farm Bureau Field Staff to arrange your County and District contest. Early promotion of the contest in area schools allows some students to use the project in their regular school programs (4-H, FFA, English, etc.). County Farm Bureaus are encouraged to promote the contest through their County newsletters, school boards, and local newspapers.

District competitions will be the next step in the event. Members of the State Women's Leadership Committee, along with the help of Florida Farm Bureau's District Field Representatives, will be responsible for holding these contests. Contests must be held prior to September 15, 2017. The Florida Farm Bureau Federation must receive the name of each District winner, their application and a copy of their speech by 4:30pm on September 15, 2017, or the student will be ineligible for State competition.

The District winners will then compete for the State award during Florida Farm Bureau Federation's Annual Meeting on October 31, 2017. The student must be present at the State contest in order to compete. If the District winner is not available to compete, Districts may substitute the second place District winner. If this occurs, the first place District winner will forfeit their title. All applicant information for each District winner must be submitted to the Florida Farm Bureau Federation by September 15, 2017. Travel and lodging expenses to the State contest are the responsibility of the contestant and/or the County Farm Bureau that they represent.



Rules and Information

Rules

- Competitors must be at least 14 years of age and not over 18 years of age on or before September 15, 2017.
- Competitors must be a resident of the County they are representing.
- Previous State winners are not eligible to compete again.
- The competitor must prepare and present the speech personally. No form of video conferencing will be permitted.
- The competitor is not permitted to use any visual aids such as a PowerPoint presentation or poster.
- Speeches must be 5 minutes in length +/- 30 seconds. Short/long speeches will face point deductions.
- Judges reserve the right to ask questions at the County, District and State levels, not to exceed 3 minutes per competitor.

Prizes

County and District competition prizes will be determined locally. All District winners will receive a plaque at Florida Farm Bureau Federation's Annual Meeting.

For the State competition, the first place winner will receive \$500 and the second place winner will receive \$250.

Application



Name: _____

Parent/Guardian: _____

Street Address: _____

City: _____ Zip: _____

County: _____

Telephone Number: _____

Email: _____

School/Club: _____

Grade: _____ Teacher/Leader: _____

Age: _____ Date of Birth: _____

For County competitions, please send directly to the County Farm Bureau. For the State competition, please send along with a copy of your speech to: Florida Farm Bureau, Field Services Division, Attention: Debra Jones, P.O. Box 147030, Gainesville, FL 32614, no later than September 15, 2017.

Scoring Rubric

| Indicators | Strong evidence that indicators are present 5-4 | Moderate evidence that indicators are present 3-2 | Little evidence that indicators are present 1-0 | Points Earned | Weight | Total Score |
|---|--|--|--|--|--------|-------------|
| Oral Communication | | | | | | |
| Examples | Examples are vivid, precise and clearly explained. Examples are original, logical and relevant. | Examples are usually concrete, sometimes need clarification. Examples are effective, but need more originality or thought. | Examples are abstract or not clearly defined. Examples are sometimes confusing, leaving the listeners with questions. | | X5 | |
| Tone | Appropriate tone is consistent. Speaks at the right pace to be clear, Pronunciation of words is very clear and apparent. | Appropriate tone is usually consistent. Speaks at the right pace most of the time, but shows some nervousness. Pronunciation of words is usually clear, sometimes vague. | Has difficulty using an appropriate tone. Pace is too fast; nervous. Pronunciation of words is difficult to understand; unclear. | | X5 | |
| Command of Audience | Speaker uses power of presentation to engage and captivate the audience with the message of speech. | Speaker presents speech as mere repeating of facts and speech comes across as a report. | Speaker lacks enthusiasm and power to deliver the speech. | | X5 | |
| Non-Verbal Communication | | | | | | |
| Attention | Eye contact consistently used as an effective connection. Consistently looks at the audience. | Eye contact is mostly effective and consistent. | Eye contact does not always allow connection with the speaker. | | X5 | |
| Mannerisms and Gestures | Does not have distracting mannerisms that affect effectiveness. Gestures are purposeful and effective. | Sometimes has distracting mannerisms that pull from the presentation. Usually uses purposeful gestures. | Have mannerisms that pull from effectiveness of the presentation. Occasionally gestures are used effectively. | | X5 | |
| Poise | Speaker is extremely well poised. Poised and in control at all times. | Usually is well-poised. Poised and in control most of the time; rarely loses composure. | Isn't always well-poised. Sometimes seems to lose composure. | | X5 | |
| Speech Content and Response to Questions | | | | | | |
| Demonstrates Knowledge of Topic | Speech and answers show through knowledge of the speech topic. Supports with strong evidence. | Speech and answers show some knowledge of the subject. Some evidence, but lacking in strength. | Speech and answers show little knowledge of the subject. Evidence is lacking to support the topic. | | X10 | |
| Detail Oriented | Is able to stay fully detail oriented. Always provides details which support topic. | Is mostly good at being detail oriented. Usually provides details which are supportive of topic. | Has difficulty being detail oriented. Little or no detail support is provided. | | X10 | |
| | | | | Gross Total Points | | |
| | | | | Time Deduction (5 points per 15 seconds over/under time) | | |
| | | | | Net Total Points | | |
| | | | | Rank | | |