



Ag Ambassador Rules & Information

Saturday, January 27, 2024

The Prepared Speech portion of the event will take place in Lewistown, MT on the morning of Saturday, January 27th. All other portions of the contest will be completed virtually.

Superintendent

Emily Standley

406-396-5418

standley.emily@gmail.com

Contest Eligibility:

The event is open to ANY junior high or high school student. You do not need to be a 4-H or FFA member to participate.

Register online at MontanaWinterFair.com

Registration must be received by January 17, 2024.

Awards (4 categories)

- Prepared Speech: 1st Place - \$150, 2nd Place - \$75
- Newspaper Article: 1st Place - \$100, 2nd Place - \$50
- Radio Spot: 1st Place - \$100, 2nd Place - \$50
- Social Media Posts: 1st Place - \$100, 2nd Place - \$50

Contest Guidelines

2024 Contest Topic: Communicating with the Public About Agriculture

Montana Winter Fair Reserves the right to utilize all materials submitted for possible Ag Promotion Opportunities

- 1) Newspaper Article - completed virtually
 - a. The article must address the contest topic
 - b. Article should be between 500 and 800 words - points will be deducted if not within these guidelines
 - c. Judging criteria: Clearly addresses topic, accuracy, organization, and spelling/grammar
 - d. Email article to standley.emily@gmail.com by January 20, 2024
- 2) Radio Spot - completed virtually
 - a. 50-60 seconds long- points will be deducted if not within this timeframe
 - b. Judging Criteria: Clearly addresses topic, accuracy, voice, creativity
 - c. Winter Fair reserves the rights to share contestants' recordings to be used in Ag Promotion
 - d. Email audio recording to standley.emily@gmail.com by January 20, 2024
- 3) Social Media - completed virtually
 - a. Series of three posts addressing contest topic

- b. Each post should include 60 words or less (excluding hashtags) and a picture or video (max 60 seconds/video).
 - c. Judging criteria: Clearly addresses topic, connection among posts, accuracy, creativity, spelling/grammar, adheres to target audience goals
 - d. Email posts to standley.emily@gmail.com by January 20, 2024
- 4) Prepared Speech - completed in Lewistown on the morning of January 27, 2024
- a. 7 to 12 minutes- points will be deducted if not within these times
 - b. Must address the contest topic
 - c. Judging Criteria: Relevance to topic, effectiveness, accuracy, organization, poise, voice, response to questions