



SPEECH CONTEST

The purpose of the Speech Contest is to encourage public speaking in American Junior Shorthorn Association members. This contest can develop speaking skills, character and leadership while promoting the beef industry.

- 1) No limit to the number of entrants per state. All participants must enter online by May 15.
- 2) **NEW RULE: ALL speech participants must submit a video giving their speech by May 15 to contests@shorthorn.org. For the age divisions with more than 15, the videos will be evaluated by judges. The judges will select a top 15 that will compete at junior national for placing. The top 15 will be notified if they have made it to the placing round. The elimination round and placing round will each have a different set of judges.**
- 3) Prospector Division I (5 to 9 years) and Prospector Division II (10 to 12 years)
 - a) Duplication of Speech from previous years is not permitted. See topic below.
 - b) Time limit: 2-4 minutes. For speech time limit, 1 point for every 20 seconds over/under will be taken off the speaker's score. For example: speech lasts 4 minutes and 20 seconds, deduction of 1 point. Maximum time limit deduction will be 5 points.
 - c) Dress: School clothes
 - d) Judges may ask questions of the speakers; no points will be allotted for questions.
 - e) Doors will be barred during each speech
 - f) No props will be allowed during the speech – only note cards may be used to aid while giving the speech
- 4) Intermediate Division (13 to 16 years) and Senior Division (17 to 21 years)
 - a) Time limit: 4-6 minutes. For Speech time limit, 1 point will be taken off the speaker's score for every 10 seconds under/over. For example: speech lasts 6 minutes and 20 seconds, deduction of 2 points. Maximum time limit deduction will be 15 points.
 - b) Dress: Business Casual
 - c) Judges will ask questions of the speakers; limited to 2-3 minutes.
 - e) Doors will be barred during each speech
 - f) No props will be allowed during the speech – only note cards may be used to aid while giving the speech
- 5) Speaking Topics:
 - a) PI Topic: What's magical about the Shorthorn breed?
 - b) PII Topic: How does your family market Shorthorn cattle?
 - c) Intermediate Topic: How would you market Shorthorn beef competitively against other certified beef programs?
 - d) Senior Topic: How would you market Shorthorns for the show ring versus commercial industry?

*All age divisions will have the same scoring criteria.
You can find a sample scoresheet and rubric at juniorshorthorn.com*