



## Iowa Dairy Princess Program 2023-24 State Contest Guidelines for Prepared Public Speaking

Each speech is to be between 4 and 6 minutes and address a topic from the following list related to the dairy cattle industry or dairy cattle farming:

Animal well-being/care	Dairy nutrition	Dairy imitators/substitutes
Chocolate milk/school programs	Sustainability	Organic/local foods
Lactose intolerance	Milk quality/safety	Antibiotics/hormones

At the beginning of each speech, the candidate should introduce herself, explain who her audience is and the communications goal. (Example: "I am speaking to a community club meeting about the nutritional value of milk and dairy products. My goal is that they understand that dairy products are an important part of a healthy lifestyle.") This introduction will NOT count as part of the 4-6 minute presentation time.

Each candidate will receive a signal at the 4-minute and 5-minute mark, with time called at 6 minutes. At the 6-minute mark, candidates will be allowed to finish her sentence. Five minutes will be provided at the end of each presentation to allow the judges to ask questions.

***Candidates will not be permitted to use any costumes, props, gadgets, or audio-visuals of any sort.*** A podium will be available. Notes on 3x5 cards may be used during delivery, however excessive use will detract from effectiveness of the speech.

Once a candidate begins a speech, the door will be locked, and no one will be able to enter the room until after the presenter has completed her speech and judges have finished questions.

The Public Speaking winner will be announced at the luncheon on Wednesday. The winner will give her speech at the coronation ceremony on Wednesday evening.

Judges will be evaluating the speech for the elements in the chart below. **Most importantly, they will be evaluating how well the candidate met the stated communications goal and audience needs.**

### Content

- Providing an adequate amount of information relating to the topic with substantial message
- The materials and information presented are factual, understood and well-researched
- Information presented with a purpose to meet stated communications goal and in language/terms that are appropriate for the stated audience
- Candidates are encouraged to reference sources of information during speech or at the end of speech

## **Guidelines for Prepared Public Speaking, continued**

### **Composition**

- Speech is organized with an introduction, body and conclusion with main points and transitions
- Uses correct sentence structure, proper language and grammar
- Demonstrates creativity and originality
- Skillful use of facts to engage audience with examples, descriptions and analogies
- Material presented is developed by the speaker

### **Style**

- Develops a rapport with audience
- Easy to listen to and appealing presentation style
- Conveyance of thought and meaning
- Enthusiasm and conversational attitude
- Articulate, good use of emphasis and volume
- Confident poise and posture, makes eye contact and uses hand gestures in good taste
- Professional appearance

### **Response to Questions**

- Demonstrates a comprehensive knowledge of subject matter
- Answers questions accurately and demonstrates originality
- Quickly organizes thoughts and expresses them clearly