



2025 Judging Information

Please read the following information carefully. There are four separate areas of competition, each scored by four separate judging panels.

Professional Interview

- Judges will have your name and contestant number; introduce yourself with first name only and contestant number to verify the judges have the correct scoresheet.
- Interviews will be timed and are not to exceed 9 minutes in length.
- Your responses will help determine the length of your interview.
- **Think of the interview as a conversation, rather than a quiz on industry facts.** The judges want to evaluate how you interact using your knowledge of the dairy industry and its products. **Use this opportunity to tell them what you know.**
- As an example, here is a question “Where do you see yourself in 5 years, and how will being a dairy princess help you achieve that goal?”

Speech

When Princess Kay receives a request to deliver a speech, she is given her audience, but she determines appropriate content for that audience. Therefore, this is a real-life scenario.

Scenario: You have been invited to speak at a STEAM High School’s “Monthly Guest Speaker Assembly”. You are asked to speak about what you feel is important for young consumers to know about dairy foods and dairy farming. The principal shared the following about their school in the invitation: STEAM schools integrate Science, Technology, Engineering, Arts, and Mathematics, which holds immense importance in today’s rapidly evolving world. By combining these disciplines, STEAM education nurtures critical thinking, problem-solving, creativity, and innovation. It can prepare students for the challenges of the 21st century by equipping them with skills necessary for future careers and fostering a deep understanding of how these disciplines intersect in real-world contexts.

- Judges will have your name and contestant number; introduce yourself with first name only and contestant number to verify the judges have the correct scoresheet.
- Speeches will be timed. Speeches should be 4-6 minutes in length.
- Your speech does not need to be memorized. Notes on cards or paper are acceptable, but it is suggested that you should not completely depend on them. Using notes could lower your score.
- Judges will not interact with you.
- Please do not use any visual aids (charts, slides, signs, etc.).
- A podium will be available for you to use, if desired.



Mock Media Interview

You will be asked 5-7 pre-determined questions.

- Judges will have your name and contestant number; introduce yourself with first name only and contestant number to verify the judges have the correct scoresheet.
- A volunteer will serve as the mock media interviewer and will initiate the interview.
- Judges will observe your interview and not interact with you.

Your responses to the questions will determine the length of the interview. **Tip: Judges will be looking for concise, yet complete answers that include key messages.**

Application

Your application for judging will be evaluated by two judges.

- Think of this as a job application. Applications will be filled out and submitted electronically at
 - https://dairymanagement.qualtrics.com/jfe/form/SV_4ZSeEuCjpVZzSjY
- Complete the application in one setting as responses are not saved.
- The judges will be looking for your interest and commitment to the dairy community, as well as your other activities and interests.
- **Applications MUST be completed by May 2, 2025.**

