



2021 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

Your scenario- Each month your local Senior Citizens Center invites a guest speaker to their monthly get-together. You are the guest speaker this month.

Prepare and deliver a 4-6 minute speech based on one or more of the four pillars of Undeniably Dairy

- Responsibly Produced
 - Nutrient Rich
 - Locally Driven
 - Real Enjoyment
- 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. You will receive 5 bonus points if your speech falls between the 4-6 minute guideline.
 - 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.
 - For participants who will be judged virtually, please remain seated during the speech to ensure you are visible within the camera angle.

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.
- One judge will serve as the mock media interviewer and will initiate the interview.
- 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_4ZSeEuCipVZzSjY
- 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 April 30, 2021.**

