

NEBRASKA BEEF AMBASSADOR CONTEST

The Competition

Both division contestants will compete in two different areas.

Media Interview - Contestants will participate in a mock media interview. The interview will have pre-determined questions to ask each contestant with the option to ask follow-up questions to extrapolate additional knowledge or clarify a point. Contestants will be judged on their knowledge, articulation, poise, and ability to tell the "beef production story" in a positive light.

Issue Response - Each contestant will be provided with a current beef industry topic. Contestants will be given time to write article and submit via email by the deadline (prior to the contest). The article will be judged for accuracy, message, and ability to send the correct message for the industry.

Senior division to write 200-250 words. Collegiate division to write between 500-550 words. Issue Responses can be typed or handwritten and scanned.

Senior Winners: (1st, 2nd & 3rd)

The winners will be encouraged to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

Prizes and Awards:

Cash prizes will be awarded as follows:

Senior Division

1st-\$175, 2nd-\$150 & 3rd-\$125

A custom belt buckles will be awarded to senior division winner at Nebraska Cattlemen Annual Convention Banquet in December.

Age Divisions: (on January 1, 2020)

Senior 14-18 years old

Collegiate 19-24 years old

Collegiate Winners: (1st, 2nd & 3rd)

The winners will be encouraged to participate in the following events:

- A Farm to School ag event
- Birthing Pavilion at the Nebraska State Fair
- A consumer promotion project.
- Self organized promotion project
- Media outreach
- NCW Committee meeting / NC Board meeting

Prizes and Awards:

Cash prizes will be awarded as follows:

Collegiate Division

1st-\$200, 2nd-150 & 3rd-\$125

A custom belt buckles will be awarded to collegiate division winner at Nebraska Cattlemen Annual Convention Banquet in December.

The Collegiate Division Winner is required to complete the above events. The collegiate winner will receive a scholarship from the Nebraska Cattlemen's Foundation in the amount of \$1,200.00. The scholarship will be awarded at the Nebraska Cattlemen Mid-year Foundation Luncheon.

ARE YOU PASSIONATE ABOUT THE BEEF INDUSTRY?

The **Nebraska Beef Ambassador Contest** provides an opportunity for youth to become spokespersons and future leaders in the beef industry.

If public speaking or industry advocacy is your thing, you should compete.

A project by the NCW - Consumer Education and Promotion Committee



Wednesday, June 9, 2021
1:00 pm
Fremont Area

For more information or to register for the contest:

ncw@necattlemen.org
402-450-0223

Registration deadline:
Friday, June 4, 2021

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