



EDUCATIONAL CONTESTS PROCUDURES & GUIDELINES 2013

*Photography
Graphic Design
Writing
Posters
Public Speaking*

Adopted January 2007



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GENREAL RULES

1. *AJCA membership dues must be received by the AJCA Adult Treasurer prior to contest entry deadline.*
2. *Contest entry deadlines, with the exception of the poster contest, are August 1 of the current year (postmark).*
3. *Entries that do not meet the contest guidelines will not be considered for judging.*
4. *All entries should be sent to the current AJCA State Director, Michelle Rieff.*
5. *Posters will be entered during conference registration at the AJCA Super Saturday event by 8:50 am on Saturday, August 24, 2013.*
6. *Contest awards will be presented on Saturday afternoon, August 11th in conjunction with the Arkansas Jr. Cattlemen's Year End Award Reception.*
7. *Age divisions include PeeWee under age 9, Junior 9-13 and Senior 14-20 as of October 1, 2012.*
8. *Decisions of the judge(s) are final.*

AJCA PHOTOGRAPHY CONTEST

The purpose of this contest is to help AJCA members increase their communication skills through the creative display of a message or feeling through photography.

A panel of qualified judges using the following guidelines will critique photographs.

- 60% - creativity, communication power and composition of photo
- 40% - technical quality of photo, such as proper light exposure, true color, sharp focus and correct cropping

Prizes will be awarded in each age division in each category for 1st place.

All photographs will be displayed at the AJCA Leadership Conference. Winning photos may be displayed at the Arkansas State Fair and also on the AJCA webpage.

PHOTOGRAPHY CONTEST GUIDELINES

1. All work must be that of the entrant.
2. Photos are to be 8x10-inch, color or black-and-white prints **mounted on a 10x14-inch piece of black foam core.** This can be found at most craft stores. Mount the completed entry form on the back side, in the upper left-hand corner of the form core. Entry forms may be duplicated. The forms can also be found on the AJCA website at www.ajcattle.com or you may contact the AJCA Contest Chair to obtain forms.
3. Photos must be taken by the contestant during the past year. Photo cannot be altered or image-enhanced in any way. Contestants are encouraged to use 35-millimeter (mm) cameras.
4. Photos cannot have been presented for competition in a previous AJCA contest.
5. There will be three age divisions: Pee Wee under 9, Junior 9-13 and Senior 14-20 years (all ages are as of October 1, 2012).
6. There will be four subject categories: Cattle, Landscape, People, and Around the Farm or Ranch. Contestants may enter only one photo per category. Each entry may apply to no more than one subject category. The contestant should declare what subject category the photo is to be judged, as the photograph is representative of the contestant's interpretation of the category. Judges, however, reserve the right to move an entry to a more suitable category. Should the contestant already have a photograph in the more suitable subject category, judges are empowered to disqualify a photograph from competition. Further explanation of the subject categories are listed below.
 - **Cattle** - Photographs that highlight cattle on the farm or ranch or at a livestock event. The cattle should be the dominate focus of the picture.
 - **Landscape** - Photographs that focus on scenery around the farm or ranch. Cattle *should* be included in the photo.
 - **People** - Photographs that show an AJCA junior and/or family, friends, fellow junior members, etc., either involved in activities on the farm or ranch or at a livestock event.
 - **Around the Farm or Ranch** – Photographs that highlight activities and scenes around the farm or ranch.
7. A maximum of four entries per contestant is allowed.
8. Photos become the property of the AJCA for use in publications and promotion.
9. Photos will not be returned to members by mail. They may be picked up at the conclusion of the AJCA Leadership Conference.
10. **Entries must be postmarked by the U.S. Postal Service by August 1, 2013.**

11. Send your entry to:
Michelle Rieff, AJCA State Director
9200 Mason Valley Road
Bentonville, AR 72712

LATE ENTRIES WILL NOT BE JUDGED

AJCA PHOTO CONTEST ENTRY FORM

NAME _____

MEMBERSHIP NUMBER _____

ADDRESS _____

TELEPHONE NUMBER. _____

E-MAIL _____

AGE DIVISION (as of October 1, 2012) – CIRCLE ONE:

PeeWee Junior Senior

PHOTO CATEGORY – CIRCLE ONE:

- CATTLE
- LANDSCAPE
- PEOPLE
- AROUND THE FARM OR RANCH

LOCATION/EVENT WHERE PHOTO WAS TAKEN: _____

PHOTO TITLE: _____

AJCA GRAPHIC DESIGN CONTEST

The Arkansas Jr. Cattlemen's Association will sponsor a graphic design contest during the AJCA Leadership Conference. Its purpose is threefold:

- 1) to display the creative talent of AJCA members;
- 2) to share ideas that may be useful in promotion of cattle, our organization and our individual herds; and
- 3) to provide another fun, educational and competitive activity for interested juniors who may or may not be able to participate in other programs.

This contest enables the junior member to use computer technology to design materials that promote the cattle and livestock activities. Contestants need not be present at the time of judging to enter. All entries will be placed on display throughout the AJCA Annual Meeting & Leadership Conference. Awards will be presented to the top entry in each age division. Selected entries may be used on the AJCA website or in other publications.

AJCA GRAPHIC DESIGN CONTEST RULES

1. All work must be that of the entrant. The contestants must complete the entry form and attach it to the entry.
2. There will be three age divisions: Pee Wee under 9, Junior 9-13 and Senior 14-20 years (all ages are as of October 1, 2012).
3. The entries must be the current year's work and cannot have been presented for competition in a previous AJCA contest.
4. The entry form must be completed and attached to the entry. The objective of the piece entered must be completed as a portion of the score is dependent upon how the piece meets the stated objectives.
5. Limit one entry per contestant.
6. The entry submitted should meet the topic specified for the current years contest.
7. The entry must be created using computer technology.
- 8. Entries must be postmarked by the U.S. Postal Service by August 1, 2013.**

Send entries to:

Michelle Rieff, AJCA State Director
9200 Mason Valley Road
Bentonville, AR 72712

LATE ENTRIES WILL NOT BE JUDGED.

9. The scoring will be based on a 50 point scale with 10 points given for each of the following categories: originality, message, attracts attention, use of space and design.
10. Prizes will be presented to the top contestant in each age division.

The 2013 Graphic Design Contest entry theme is to design a brochure to solicit AJCA Sponsors – please see the sponsor information listed on the AJCA website at www.ajcattle.com for information or contest the AJCA State Director.

Graphic Design Contest Score Sheet

Age Division: _____

Entry Number: _____

Circle the points that indicate your evaluation of this entry. Scores of 9-10 are superior, 7-8 are slightly above average, 4-6 are average and 1-3 are below average. Feel free to note observations that may be helpful to contestants in preparing for future contests.

Lowest Highest

1. Originality 1 2 3 4 5 6 7 8 9 10

Does the piece have an innovative message? Is it of interest to the audience? Does it portray a different approach to the subject? Does the design display a degree of artistic difficulty?

Comments:

2. Message 1 2 3 4 5 6 7 8 9 10

Does the item meet the category objectives? Does it convey a single thought or idea? Is the message brief and clear? Is it geared to the appropriate audience? Does it specify a contact (if applicable)?

Comments:

3. Attracts Attention 1 2 3 4 5 6 7 8 9 10

Does it attract attention? Does it make you want to stop to read it? Does it cause a reader to want to take action?

Comments:

4. Use of Space 1 2 3 4 5 6 7 8 9 10

Is it simple and not cluttered? Is there one dominant center of interest? Is it balanced?

Comments:

5. Design 1 2 3 4 5 6 7 8 9 10

Is the style, spacing and size of the lettering make it easy to read? Is the use of color effective? Does the size of the lettering in the title dominate over other lettering?

Comments:

Total Points: _____

Judge: _____

Ranking: _____

AJCA WRITING CONTEST

The Arkansas Jr. Cattlemen's Association will sponsor a writing contest. The purpose of the writing contest is to encourage the enhancement of written communication skills among AJCA members. Entries will be displayed at the AJCA Leadership Conference. Prizes will be awarded to the top entry in each age division. Winners will be announced at the AJCA Leadership Conference. Winning entries may be published on the AJCA website and in the Arkansas Cattle Business magazine.

AJCA WRITING CONTEST RULES

1. Entries should be informative, and if appropriate, entertaining. Entries should not be research papers. It should be the writer's purpose to create an entry that would be suitable for printing on the AJCA website or in other livestock publications.

2. There will be three age divisions: Pee Wee under 9, Junior 9-13 and Senior 14-20 years (all ages are as of October 1, 2012).

3. Submitted entries need to have the word count calculated on their cover sheet and contestants must send in a clean disk or CD containing the document. Entries should also meet the following criteria:

a.) PeeWee entries should be between 100-300 words. PeeWee entries can be printed in ink.

Topic: OPEN – YOUR CHOICE

b.) Junior entries should be 300-500 words. Junior entries can either be typed, double-spaced in 12-point type or be printed in ink, double-spaced.

Topic: OPEN – YOUR CHOICE

c.) Senior entries should be 700-1000 words, typed, double-spaced, and in 12-point type.

Topic: OPEN – YOUR CHOICE

4. A cover page should include the following:

- AJCA member's name
- Address
- Phone number
- Birth date
- Word count

No mention of the contestant's name should be on any of the other pages.

5. All pages should be numbered.

6. It is the discretion of the AJCA Board or State Director to assign topics.

7. **Entries must be postmarked by August 1, 2013**, and must be mailed to:

Michelle Rieff, AJCA State Director
9200 Mason Valley Road
Bentonville, AR 72712

Late entries will not be judged.

8. Judges will evaluate the written works as directed by a 50 point score sheet. Entries will be scored on grammar, spelling, organization and content. Points will be deducted on entries that are either too short or too long.

Writing Contest Score Sheet

Age Division: _____

Entry Number: _____

Lowest Highest

1. Content 1 2 3 4 5 6 7 8 9 10

Did the writer attribute any sources? Did the writer focus on the assigned topic?

Comments:

2. Organization 1 2 3 4 5 6 7 8 9 10

Is the entry easy to read and follow? Does the information flow in an orderly style?

Comments:

3. Style 1 2 3 4 5 6 7 8 9 10

Do the sentence lengths and types vary? Is the entry free of spelling, grammar and punctuation errors?

Comments:

4. Length & Guidelines 1 2 3 4 5 6 7 8 9 10

Are any other guidelines broken? Did the writer adhere to the length guidelines? Is the entry double-spaced with page numbers?

Comments:

5. Overall Effectiveness 1 2 3 4 5 6 7 8 9 10

Did the writing entertain and/or educate the reader? Is it written in a way that is easy to understand and follow?

Comments:

Length deduction (if any): _____

*1/2 pt will be deducted for each 50 words either under or over in length.

Total Points: _____

Judge: _____

Ranking: _____

AJCA POSTER CONTEST

The Arkansas Jr. Cattlemen's Association will sponsor a poster contest during the AJCA Annual Meeting & Leadership Conference. Its purpose is threefold:

- 1) to display the creative talent of AJCA members;
- 2) to share ideas that may be useful in promotion of our breeds, our organization and our individual herds; and
- 3) to provide another fun, educational and competitive activity for interested juniors.

There will be three subject categories:

- Breed/Association Promotion,
- Membership Recruitment,
- Herd Advertisement.

Entries will be grouped according to the contestants' ages.

All posters will be placed on display throughout the AJCA Annual Meeting & Leadership Conference. Awards will be presented to the top entries in each division. Selected entries may be used on the AJCA website or in other livestock publications.

Prizes will be presented to the top contestant in each age division in each subject category.

AJCA POSTER CONTEST GUIDELINES

1. All work must be that of the entrant. The contestants should write the following information in the upper left-hand corner on the back of the poster:

- ✓ Contestant's name
- ✓ Complete address
- ✓ Membership Number
- ✓ Age (as of October 1, 2012 of the current year)
- ✓ Subject category in which the poster is to be entered

2. There will be three age divisions: Pee Wee under 9, Junior 9-13 and Senior 14-20 years

3. There will be three subject categories:

- Breed/Association Promotion -Highlight the value of a particular breed in a successful cattle enterprise, or the benefits of active membership in a specific breed association. This association could be the AJCA.
- Membership Recruitment -Develop and illustrate ideas and themes to recruit new members into the AJCA.
- Herd Advertisement -Create print advertisement suitable for promotion of your own herd or a fictitious (but realistic) situation.

4. The posters must be the contestant's current year's work and cannot have been presented for competition in a previous AJCA contest.

5. Juniors may enter up to three posters, but no more than one per category.

6. **Poster dimensions must be 14" x 22"**. Any posters not meeting the size requirements will be displayed, but will NOT be judged.

7. There is no limit as to the use or style of drawings or lettering, provided they are the design and handiwork of the entrants. **Posters should not be made using computer-generated graphics or designs.** Photographs, magazine clippings, stencils and adhesive letters may be used. If the judges have a question as to whether the work is computer generated, the judges may disqualify an entry.

8. **Three dimensional posters are not allowed.**

9. It is suggested that posters be laminated or covered with clear contact paper.
10. Posters will be checked in during the contest registration for the AJCA Leadership Conference. The deadline for check in is 8:50 am on August 24, 2013. Posters **should not** be mailed to the State Director. If you are not attending the conference, you may send your entry with other juniors or adults attending the conference from your area of the state. If this is a problem, contact the AJCA State Director.
11. Judging will be based on 50 points maximum score sheet.

Poster Contest Score Sheet

Age Division: _____

Entry Number: _____

Category: _____

Circle the points that indicate your evaluation of this entry. Scores of 9-10 are superior, 7-8 are slightly above average, 4-6 are average and 1-3 are below average. Feel free to note observations that may be helpful to contestants in preparing for future contests.

Lowest Highest

1. Originality **1 2 3 4 5 6 7 8 9 10**

Does the poster have an innovative message? Is it of interest to the audience? Does it portray a different approach to the subject?

Comments:

2. Message **1 2 3 4 5 6 7 8 9 10**

Does the poster meet the category objectives? Does it convey a single thought or idea? Is the message brief and clear? Does it specify a contact?

Comments:

3. Attracts Attention **1 2 3 4 5 6 7 8 9 10**

Does the poster attract attention? Does it make you want to stop to read it?

Comments:

4. Use of Space **1 2 3 4 5 6 7 8 9 10**

Is the arrangement of materials simple and not cluttered? Is there one dominant center of interest? Is it balanced?

Comments:

5. Design **1 2 3 4 5 6 7 8 9 10**

Is the style, spacing and size of the lettering make it easy to read? Is the use of color effective? Does the size of the lettering in the title dominate over other lettering?

Comments:

Total Points: _____

Judge: _____

Ranking: _____

AJCA PREPARED PUBLIC SPEAKING CONTEST

Today more than ever before communication is a vital element in our society. The ability to communicate effectively is not only an art; it can mean the difference between success, mediocrity, or failure. In an effort to foster the development of speaking skills among AJCA members, the Arkansas Jr. Cattlemen's Association will sponsor a public speaking contest during the AJCA Annual Meeting & Leadership Conference.

Eligibility of Contestants

1. Contestants will be divided into three age divisions: Pee Wee under 9, Junior 9-13 and Senior 14-20 years (all ages are as of October 1, 2012).

Prizes will be awarded in each division.

2. Contestants **will be required to submit a title page and a typewritten, double-spaced outline of their speech on 8.5 x 11-inch white paper to the AJCA State Director by August 1, 2013 (postmark date).**

Michelle Rieff, AJCA State Director
9200 Mason Valley Road
Bentonville, AR 72712

3. A title page must accompany the outline when submitted. It must include the title of the speech and the speaker's name, address, membership number, birth date, age as of October 1, 2012.

Speech Specifications:

1. Any subject pertaining to cattle or the beef industry is acceptable for each division. Exploration of, and insight into, any and all phases of the industry are encouraged. Current affairs, policies and trends provide good topics.

2. The speech must be the result of the contestant's own efforts and cannot have been presented for competition at a previous AJCA Annual Meeting or Leadership Conference.

3. Each speech in the peewee division will be two to four minutes in length. The junior division will be four to six minutes in length. The senior division shall be between six and eight minutes in length. Deductions of a half a point per ten seconds will be made from the score for speeches under or over the specified length. A one minute warning will be given by event officials.

4. Each contestant will be allowed up to five minutes to answer questions from the judges.

Method of Judging:

1. Speaking order will be determined by drawing lots made by the contest officials and posted near the conference registration desk prior to the contest.

2. Contestants will be permitted to use notes. Excessive reference to notes, however, may result in scoring deductions. **The use of visual aids (charts, posters, signs, slides, Power Point presentations, etc.) is not allowed.**

3. Judges shall receive copies of the outline prior to the contest so that the general idea of the speech may be reviewed before actual presentation.

4. The judges will ask questions after each speech. Contestants will be graded on their ability to respond effectively.
5. The contestant will be scored on the basis of 50 points with 20% in organization and content, 20% in language and delivery, 20% in presentation, 20% in total effectiveness, and 20% in response to questions.
6. Upon completion of all speeches the judge(s) shall total his/her score of the manuscript and presentation for each speaker. Contest officials will inform the judge(s) if any points need to be deducted for time violations and then the judge(s) will rank the contestants in numerical order on the basis of each judge's scores. (Highest score first, lowest score last.) If there is more than one judge, the rankings (not the score) of the three judges shall be added for each speaker, and the final placings determined by the lowest composite rankings. Actual scores will be used only to break ties. Awards will be presented to the top contestants in each age division.

Prepared Public Speaking Contest Score Sheet

Age Division: _____

Entry Number: _____

Division: _____ Title of Speech: _____

Circle the points that indicate your evaluation of this entry. Scores of 9-10 are superior, 7-8 are slightly above average, 4-6 are average and 1-3 are below average. Feel free to note observations that may be helpful to contestants in preparing for future speaking contests.

Lowest Highest

1. Organization & Content 1 2 3 4 5 6 7 8 9 10

Is there an effective introduction? Is there an organized body that is appropriate to the purpose of the topic? Are transitions used? Is the organization clear? Do the main points have enough evidence to support them? Is there an effective conclusion?

Comments:

2. Language & Delivery 1 2 3 4 5 6 7 8 9 10

Is the language direct and informal? Is there a conversational approach? Does the speaker utilize proper pronunciation and articulation? Does the speaker's voice have an appropriate volume and pitch? Is the delivery performed at a desirable rate?

Comments:

3. Presentation 1 2 3 4 5 6 7 8 9 10

Does the speaker maintain eye contact with the audience? Are movements and gestures natural, purposeful and spontaneous? Does the speaker display natural facial expression?

Comments:

4. Total Effectiveness 1 2 3 4 5 6 7 8 9 10

Does the speaker convey confidence and poise? Does he or she have a good personal appearance and body posture? Does the speaker keep the audience's attention?

Comments:

5. Response to Questions..... 1 2 3 4 5 6 7 8 9 10

Is the speaker able to answer the questions? Does the response indicate originality, familiarity with the subject and the ability to think quickly?

Comments:

*Time: _____ Total Points: _____ Ranking: _____

*A ½ point per 10 seconds will be deducted if the speech goes under or over the required time.

Judge: _____