

# NACTA 2012

## Agricultural Communications Contest

**Date:** April 14, 2012

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**Purpose:**

The purpose of the NACTA Ag Communications Contest is for students to demonstrate their understanding of a current issue in the industry and effectively communicate that issue to the general population through multiple mediums. Most people in the United States are generations removed from agriculture which requires those who work in the industry to be exceptional communicators about issues involving food production, animal handling and welfare. This contest is designed to test both communication skills as well as industry knowledge.

### Rules

1. Each school may enter one team consisting of four (4) members.
2. There will be a two year college division and a four year college division. Team awards will be given separately by division.
3. There will be a topic posted on the CCC/NACTA website by 9 a.m. (central time) on April 6, 2012.
4. Teams must bring presentation on a thumb drive or CD
5. Teams must supply seven copies of handouts for the judges
6. Host site will provide computer and projector, computers will have Microsoft Office 7 and Adobe Suite (CS 5.5)

**Presentation:**

Presentations will be prepared prior to the competition

PowerPoint and multiple presenters

10-12 minute presentation followed by a maximum of 8 minutes of question and answers from the judging panel

## **Scoring**

<b>Criteria</b>	<b>Points Possible</b>	<b>Points Awarded</b>
Oral Presentation (all team members participating, delivery, PowerPoint/Visual, etc.)	40	
Handout	20	
Subject Matter Knowledge (Q&A)	20	
General Public Understanding (Could the non-agricultural public understand the topic following this presentation?)	10	
Dress and Presentation	10	
<b>TOTAL</b>	100	

Team tiebreakers will be settled in the following order:

1. Presentation
2. Handout
3. Question and Answer