

# **Oklahoma Dairy Ambassador Scholarship Program**

## **2018 Application and Guidelines**

Presented by the Oklahoma Purebred Dairy  
Cattle Association

### **Sponsors:**

Dairy Max

Southwest Dairy Farmers

## ELIGIBILITY AND GUIDELINES:

Are you interested in dairy cows and the dairy industry? If so, then you have the opportunity to be named the **2018 Oklahoma Dairy Ambassador!**

### ELIGIBILITY REQUIREMENTS

- Participant must either be currently participating in 4-H or FFA, own a dairy animal or a currently enrolled college student pursuing an education in an agriculture-related field.
- Participants must be a genuine user of dairy products and a genuine supporter of the dairy industry and its future success.
- Participant must be 16 to 21 by January 1, 2018.
- Only Oklahoma residents/college students are eligible to apply.
- Participants are eligible to re-enter future contests, but will be ineligible to compete if selected as a previous contest winner.
- A completed contest application packet must be submitted to [okdairyambassador@gmail.com](mailto:okdairyambassador@gmail.com) by **July 2, 2018**. Participants will receive email receipt confirmations.

### GUIDELINES

- Each participant is responsible for his/her own travel and lodging expenses in connection with the selection process. Participants under 18 must be accompanied by an adult chaperone.
- Final participants will be judged by a committee of three agricultural industry representatives. The winners will be selected based on the results of a personal interview and oral presentation.
- Judges will select the Oklahoma Dairy Ambassador, second and third place. The decision made by the selected judges is considered final.
- Winner of the Oklahoma Dairy Ambassador program will be announced **July 13, 2018**, during the Sooner State Dairy Show Banquet in Stillwater, Oklahoma.
- The winner will receive a \$1,000 scholarship. Students enrolled in the College of Agricultural Sciences and Natural Resources at Oklahoma State University while serving as the Oklahoma Dairy Ambassador will receive an additional \$1,000 scholarship from OSU-CASNR.

The ambassador's duties and responsibilities as the Oklahoma Dairy Ambassador will end at the time when the next year's winner is announced, though winners are encouraged to remain involved with the program.

### SELECTION TIMELINE

- Deadline for application & essay submission - **July 2, 2018**
- Dairy Max Media Training Session to be held at the Payne County Fairgrounds in Stillwater, Oklahoma
- Finalist interviews - **July 12-13, 2018**
- 2018 Oklahoma Dairy Ambassador announced - **July 13, 2018**, during Sooner State Dairy Show Banquet at the Payne County Fairgrounds in Stillwater, Oklahoma

# PROGRAM CRITERIA

The Dairy Ambassador Program criteria consist of the following phases: Media Training, Dairy Knowledge Quiz, Oral Presentation and Interview.

## Media Training

All participants will meet with a representative from Dairy Max on Wednesday, July 19 at 2:00pm at the Payne County Fairgrounds in Stillwater, Oklahoma for a media training workshop.

## Dairy Knowledge Quiz

Participants will take a dairy knowledge quiz. The quiz scores will be given to the panel of judges. Questions from the quiz will be taken from the Oklahoma Dairy Quiz Bowl Study Questions. These can be found online at <http://oklahoma4h.okstate.edu/litol/file/animal/dairy/DairyQzBowl.pdf>. The Updated Unified Dairy Scorecard can be found at <http://www.extension.umn.edu/youth/mn4-H/projects/docs/PDCA.pdf>.

## Prepared Oral Presentation

Participants will develop and present a speech from the following list of approved topics:

1. *Dairy in the Daily Diet*
2. *Telling Our Story: How Farmers Can Help Educate Consumers*
3. *Dairy's Sustainability Story*

This oral presentation will be given to a panel of three judges and should follow these guidelines:

- Oral presentation should be a minimum of 3 minutes, but not exceed 4 minutes in length
- Presentation must be a prepared speech, NO audio/visual aids permitted
- Each participant will be asked questions from the judging committee relating to his or her presentation
- Each participant will be permitted to use notes while speaking, but deductions in scoring may be made for this practice at the discretion of the event judges
- Deductions will be made from the score of each judge for presentations that are under the time limit or over the time limit
- Participant will bring three printed copies of oral presentation to the event judging

## Interview

Following the oral presentation, participants will be interviewed individually by a panel of judges. Participants should have knowledge and an understanding of dairy production and processing, the Oklahoma dairy industry, and dairy management practices.

## **ORAL PRESENTATION: JUDGE'S SCORE SHEET**

### **Content (40 points)**

- Provides an adequate amount of information with substantial message
- Material and information presented is factual, understood and well researched

### **Composition (25 points)**

- Presented with a purpose to entertain and inform or persuade and obtain action
- Speech is organized containing an introduction, body and conclusion with main points and transitions
- Correct sentence structure and proper language and grammar used
- Demonstrates creativity and originality
- Material presented developed by the speaker
- Skillful use of facts engaging the audience with examples, descriptions and analogies

### **Delivery (25 points)**

- Style
- Develops a rapport with audience
- Easy to listen to and appealing presentation style
- Conveyance of thought and meaning
- Enthusiasm and conversational attitude
- Articulate, good use of emphasis and volume
- Confident poise and posture (make eye contact)
- Personal appearance

### **Response to Questions (10 points)**

- Demonstrates a comprehensive knowledge of subject matter
- Answers questions accurately and demonstrates originality
- Quickly organizes thoughts and expresses them clearly

### **Time Deductions (-10 points)**

- Deductions of 10 points per minute will be made from the score of each judge for speeches that are under the time limit or over the time limit in length.

**OKLAHOMA DAIRY AMBASSADOR PROGRAM**  
**2018 APPLICATION**  
**PART I**  
**DEADLINE: JULY 2, 2018**

Name \_\_\_\_\_

Male \_\_\_ Female \_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Home Phone (    ) \_\_\_\_\_ Cell Phone (    ) \_\_\_\_\_

Birth Date \_\_\_\_\_ Grade/Undergraduate Status \_\_\_\_\_

Age \_\_\_\_\_

Parent or Guardian Name(s) \_\_\_\_\_

Parent Address, if different from above \_\_\_\_\_

\_\_\_\_\_

School \_\_\_\_\_

Area of Study \_\_\_\_\_

Name and address of local newspaper(s), radio and television station(s): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# **OKLAHOMA DAIRY AMBASSADOR PROGRAM 2018 APPLICATION PART II**

## **ESSAY...Part II of the Application**

In a Word document type a brief essay addressing the points listed below. Please limit your response to a maximum of three double-spaced pages.

A. Why should you be selected as the 2018 Oklahoma Dairy Ambassador? What unique skills, interests, abilities or dairy promotional activities set you apart from other candidates?

B. Please explain your experience in dairy promotion activities? How will the dairy industry benefit from the promotional activity you have conducted? How did you benefit from the promotional activities?

C. What is the single most important message that the dairy industry needs to share with the consuming public and why? How will you effectively deliver this message if you are selected as the 2018 Oklahoma Dairy Ambassador?

**Application Submission Address:** okdairyambassador@gmail.com by **July 2, 2018**. You will receive a confirmation of receipt of your application.

# Oklahoma Dairy Ambassador Program

## Code of Conduct and Acknowledgement

1. The Oklahoma Dairy Ambassador will meet the following time commitments:

- Participate in dairy promotion activities to include, but not limited to Ag Day at the State Capitol and Septemberfest.
- Seek out opportunities to participate in county and state promotion activities for the Oklahoma dairy industry.
- Assist in presenting awards and promotional booths during the 2018 Sooner State, Oklahoma State Fair, Tulsa State Fair, Southern National and Heart of America Dairy Shows.
- Help shape the Oklahoma Dairy Ambassador Program for future candidates.

2. The Oklahoma Dairy Ambassadors shall represent the Oklahoma dairy industry and the state dairy breed associations at all times when on official public appearances which have been approved by the executive committee or program administrator, and shall abide by the following guidelines:

- Shall promote the dairy cow and the dairy industry and its products
- Shall uphold the highest ideals of conduct
- Shall not consume any alcoholic beverages while representing the Oklahoma at any dairy-related function or function assigned to represent the title
- Will be expected to clear any appearance with the program administrator if there is doubt relative to participation
- Will be expected to abide by the rules of the program

3. If, for any reason, the Oklahoma Dairy Ambassador cannot uphold the above standards, he/she will be expected to forfeit his/her title upon notification by the executive committee.

I have completed and will attach the following documents (type initials in each blank):

\_\_\_\_\_ Application  
\_\_\_\_\_ Essay

\_\_\_\_\_ Acknowledgement

**As a Oklahoma Dairy Ambassador I promise I will abide by the code of conduct and meet all time commitments with the understanding that a violation may result in the forfeiture of my title.**

\_\_\_\_\_  
Applicant Electronic Signature (type name)

\_\_\_\_\_  
Date

**I have read this application and its attachments and certify that, to the best of my knowledge, the information is correct.**