

# PUBLIC RELATIONS

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## *SAM HOUSTON STATE UNIVERSITY*

### **PRESENTATION INFORMATION**

The Texas FFA Public Relations team's presentation before the judging committee during the state competition will be based on the following scenario: The target audience for this event is changed each year:

**2016: School Administrators** (includes but not limit to: superintendents, principals, vice principals, counselors, department heads, business managers, class schedule clerks and athletic directors)

**2017: Members of the Media**

**2018: Elected Officials** (this could include school board/members of Congress)

**2019: 8<sup>th</sup> Grade Students & Parents**

**2020: Business & Industry**

1. Each presentation will be 5 to 8 minutes in length. Teams will be penalized for any discrepancy in time. The penalty for violation shall be 10 points per minute or major fraction thereof. A major fraction of a minute is defined as 31 seconds.
2. Teams will consist of 2 to 4 members from the same FFA Chapter.
3. Technology may be used during the presentation. Judges WILL NOT discriminate against teams that do not use technology.
4. Teams **MUST** wear official dress as described in the Official FFA Manual, but according to Texas Standards (black dress boots are acceptable).
  - a. Teams may not wear costumes.
    - i. Costumes are described as any garment worn other than official dress.
    - ii. Required Personal Safety Equipment is allowed.
5. Teams are allowed a maximum of 5 minutes for set up and 5 minutes for tear down. Set up and tear down may only be completed by the presenting members and advisors/designees. The penalty for violation shall be 10 points per minute or major fraction thereof. A major fraction of a minute is defined as 31 seconds.
6. Team members may only represent themselves as FFA members and not assume false characterization.
7. Teams should only provide information to judges that is relevant to the target audience. Information/materials given to judges may only consist of ONE 8 ½ X 11" paper; front and back of paper may be utilized. No material other than ink may be attached/applied to paper given to judges. No gifts will be allowed.
8. Violation of any one or more of rules 2, 4, 6 or 7 will result in disqualification.

### **EVALUATION INFORMATION**

#### District, Area and State Competitions:

1. A 20 question-bank will be developed annually by the Texas FFA Association.
  - a. Each participant will be asked only one question from the provided 20 question list with a maximum of one minute to respond per question.
    - i. Questions are to be randomly drawn by judges at the time they are asked, ie, the same questions shall not be asked of all teams.
    - ii. Once time is called participant must stop speaking.
    - iii. Time will begin at the completion of the question being asked by the judge.

### **TIE BREAKER**

Ties will be broken based on the greatest number of low ranks. Team low ranks will be counted and the team with the greatest number of low ranks will be declared the winner. If a tie still exists, then the event superintendent will rank the team's response to questions. The team with the greatest number of low ranks from the response to question will be declared the winner. If a tie still exists then the team's raw scores will be totaled. The team with the greatest total of raw points will be declared the winner.



Chapter: \_\_\_\_\_ Student Name: \_\_\_\_\_ Area: \_\_\_\_\_

Judge's Signature: \_\_\_\_\_

## Public Relations Judges Notes

### **Presentation Content (275 Points Total)**

**FFA Knowledge (75 point)**

**Promotes Local Program (100 Points)**

**Relevance to Target Audience/Presentation Directly  
Addresses Target Audience (100 Points)**

### **Overall Presentation Effectiveness (275 Points Total)**

**Organization and Clarity of Presentation (75 points)**

**Equal Member Participation (50 points)**

**Interest Holding Ability (50 points)**

**Grooming, Dress, Posture, Poise (50 points)**

**Innovation and Creativity (50 points)**

### **Communication Ability (275 Points Total)**

**Grammar, absence of speech mannerisms (75 points)**

**Vocal quality, pitch, tone, force (100 points)**

**Power of expression, fluency, sincerity, emphasis (100 points)**

### **Response to Questions (175 Points Total)**

**General Effectiveness (50 points)**

**Equal Participation (25 points)**

**Familiarity with the Subject (50 points)**

**Ability to think quickly (50 points)**

**Penalty Deduction** (The penalty for violation shall be 10 points per minute or major fraction thereof. A major fraction of a minute is defined as 31 seconds.)