

# 2022 Montana Winter Fair \* Celebrating Our Western Way of Life!

## Farm Forum

**Friday, January 28**

Eagles Grand Hall  
124 W. Main Street

*Lunch will be provided free of charge during the noon lunch break*

### Superintendents

Emily Standley  
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Cody Ream  
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No **Registration** is required

### Session 1- 10:00 - 11:30 am

Presenter: Marsha Goetting  
Succession Planning

### Session 3- 1:00 -1:30 pm

Presenter: Central Montana Resource Council  
Solar Power in Central Montana

### Session 2- 11:30 am - 12:00 pm

Presenter: Snowy Mountain Development  
PTAC Opportunities (Government Contracting)

### Session 4- 1:00 -1:30 pm

Presenter: Panel Discussion  
Meat Processing Panel

## Ag Ambassador Contest

### Event Date: January 29th

The Ag Ambassador Contest is a completely virtual event.

### Contest Eligibility:

The event is open to ANY junior high or high school student.  
You do not need to be a 4-H or FFA member to participate.

### Superintendent

Emily Standley  
406-396-5418  
emily.standley1@montana.edu

### Deadline to Register: January 19th

Free to enter  
Register online at [MontanaWinterFair.com](http://MontanaWinterFair.com)

### Awards provided for top three contestants:

- 1st Place- \$1,000
- 2nd Place- \$500
- 3rd Place- \$250

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## Ag Ambassador Contest

### Contest Guidelines

2022 Contest Topic: *Agriculture in a Changing World*

Montana Winter Fair Reserves the right to utilize all materials submitted for possible Ag Promotion Opportunities

#### 1) Newspaper Article

- a. The article must address the contest topic
- b. Article should be between 500 and 800 words - points will be deducted if not within these guidelines
- c. Judging criteria: Clearly addresses topic, accuracy, organization, and spelling/grammar
- d. Email article to **emily.standley1@montana.edu** by January 22, 2022

#### 2) Radio Spot

- a. 50-60 seconds long- points will be deducted if not within this timeframe
- b. Judging Criteria: Clearly addresses topic, accuracy, voice, creativity
- c. Winter Fair reserves the rights to share contestants' recordings to be used in Ag Promotion
- d. Email audio recording to **emily.standley1@montana.edu** by January 22, 2022

#### 3) Social Media

- a. Series of three posts addressing contest topic
- b. Each post should include 40 words or less and a picture or video (max 30 seconds/video).
- c. Submit a Social Media Target Audience Outline along with posts
  - i. Defines Target Audience
    1. Location
    2. Age
    3. Gender
    4. Interests
- d. Judging criteria: Clearly addresses topic, connection among posts, accuracy, creativity, spelling/grammar, adheres to target audience goals
- e. Email posts and outline to **emily.standley1@montana.edu** by January 22, 2022

#### 4) TV Interview - completed during the contest on January 29, 2022

- a. An interview will be completed during the contest
- b. Judging Criteria: Ability to handle questions, knowledge, accuracy, voice, poise

#### 5) Prepared Speech - completed during the contest on January 29, 2022

- a. 7 to 12 minutes- points will be deducted if not within these times
- b. Must address the contest topic
- c. Judging Criteria: Relevance to topic, effectiveness, accuracy, organization, poise, voice, response to questions