

# National Beef Ambassador Program-Education and Outreach Score Sheet



Contestant #: \_\_\_\_\_



Funded in part by the Beef Checkoff.

Area Judged	Points Allowed	Points Given	Comments
<b>Engagement of youth/millennial audience:</b> Evaluates contestant's ability to create compelling content and/or activities that connect with target audience and today's beef messages. Ability to show that the activity inspired participants to engage in rich conversations about beef.	30		
<b>Creativity/Uniqueness of beef advocacy approach:</b> Evaluates contestant's approach to their selected beef advocacy efforts.	40		
<b>Personal Interview:</b> Enthusiasm and willingness to promote beef (10 points), Ability to articulate project highlights (10 points), and Overall ability to demonstrate understanding of what it takes to effectively impact youth and/or millennial attitudes toward beef (10 points).	30		

**Total Points**

**100**

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