WI Land+Water
Youth Education Committee
Conservation Poster Contest
Conservation Speaking Contest
“Turn-Key” Packet

Revised 9-19-2019
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</tbody>
</table>
Youth Education Committee

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*P&S, ENV, SA, Camps

*Subcommittees
- P&S, - ENV, - SA, - Camps, - Area Rep

WI Land + Water Area Associations of Land Conservation Committees and Departments
WHAT AREA AM I IN?
You will need to know which WI Land + Water Area Association you will be working with to participate in the Poster and Speaking Contest. The Youth Education Committee has one representative per area to serve as a liaison for your youth education needs.

Youth Education Committee Area Representatives:

- Northwestern: Lisa Burns, Washburn County
- West Central: Aleisha Miller, St. Croix County
- Western: Kirstie Heidenreich, Trempealeau County
- Southern: Kelly Maginnis, Colombia County
- Southeastern: Stephanie Egner, Washington County
- Lake Winnebago: Megan Steckelberg, Adams County
- Lake Michigan: Lee Jennings, Brown County
- North Central: Patty Benedict, Portage County
Conservation Poster Contest
NACD
WI Land+Water
WHERE TO START
*We have an amazing and diverse Youth Education Committee; use these people as resources. Many have run Local and Area Contests multiple times. Learn from their mistakes and successes...there is no need to reinvent the wheel!
*We have members in every area of the state for a reason. You may not be able to get ahold of Kim Warkentin, WI Land+Water Youth Director, or Tracy Arnold, Chair of the Youth Education Committee (Portage County Land and Water Conservation Division) to answer a quick question, however you have a Youth Education Committee member in a county nearby.
*You might run into a Youth Education Committee member at a meeting and can pick their brain about a contest idea or advice on how they conduct their contest.
*Youth Education Committee Members have their Area Contest’s information. This is especially helpful if your county is starting a contest, as your Area host/representative might not be aware that you’re having a Local Contest this year.
*See Page 3-4 for Youth Education Committee members along with your Area Youth Education Committee Representative.

PICK A DATE
*Find out when your Area Contest is, when information is due by, and back date your Local Contest from there...ideally about a month before the Area Contest.
*Right after the students return from Christmas break is a challenging time to hold a contest. Mid-December or Mid-January has proven to be the most successful.
*Make sure to notify participants of the drop off location for the posters.
*Email Tracy Arnold arnoldt@co.portage.wi.us your Local Contest dates. We put all the Local and Area Contest dates online at:
  • WI Land + Water: https://wisconsinlandwater.org/events/youth-poster-amp-speaking-contest
  • WI Environmental Education: http://eeinwisconsin.org
  • WI Land + Water Youth Education: https://www.facebook.com/WILandWaterYouthEd/
  • These are high-traffic websites and are an easy way to promote your contest.

PICK A LOCATION
*It is ideal to have your department as the drop off location. It may increase participation to offer to pick up posters for teachers, as making the trip to drop them off may be a hindrance and to their participation.
JUDGES

*While there are many options for judges, here a few ideas:

- Have your Land Conservation Committee serve as judges.
- Go through the bulk of the posters by yourself and pick the top 3-5 posters per category and then have your Land Conservation Committee pick winners from those posters.
- Go through the bulk of the posters by yourself, pick the top 3-5 posters per category and then bring them to the various departments in your building. They don’t have to have anything to do with Conservation. This also helps promote your contest! Lots of people have kids, grandchildren, neighbors, etc. that they might want to get involved.
- Potential judges to recruit are your office staff, DNR Wardens or DNR regional staff, UW-Extension staff, 4-H leaders, or and other teachers from schools not participating in the contest.

FORMS

* All poster contest forms are located on the WI Land + Water Youth Education page: https://wisconsinlandwater.org/events/youth-poster-amp-speaking-contest
* All forms are fillable PDFs. This helps with reading difficult handwriting. It’s not mandatory, but it’s very helpful to have the forms filled out electronically instead of by hand.
**2020 Conservation Poster Contest Guidelines**

**FORM A**

**Details**
- Open to grades K-12; public, private or home school students
- Each poster must go through the following contest process: Local/County, Area, State, Nationals. No exemptions.
- The National Poster Contest theme is: "Where would we BEE without Pollinators"

**Contest Rules**
- Any media may be used: paint, crayon, colored pencil, charcoal, stickers, paper or other materials on regular posters. No computer-generated posters.
- **Poster size must be 14" x 22" or 12" x 18".**
- The 2020 Stewardship title “Where would we BEE without Pollinators” must be on your poster. This is the only title eligible for the national poster contest.
- Each entry must have signed entry form attached to back of poster to be eligible for judging.

**Posters Due to County**
- Poster Due Date:
- Local entries due to:
- Phone:
- Address:

**County Contest**
- County:
- Date of County Contest:
- Location:
- 1st place from each division moves to Area

**Area Contest**
- Area:
- Date of Area Contest:
- Location:
- 1st place from each division moves to State

**State Contest**
- March 4-5, 2020
- WI Land+Water Annual Conference
- Hyatt Regency/KI Convention Center
- GREEN BAY, WI
- 1st place from each division moves to Nationals

**National Contest**
- Submitted by December 1, 2020
- National Contest entries submitted by WI Land+Water

**Poster Evaluations**
Conservation Message 50%
Visual Effectiveness 30%
Originality 10%
Universal Appeal 10%

Contact your County Land/Water Conservation Department for details on how to get started and/or: [https://wisconsinlandwater.org/events/youth-poster-speaking-contest](https://wisconsinlandwater.org/events/youth-poster-speaking-contest).
2020 Conservation Awareness Poster Contest
Entry Form A

STUDENT
First Name_________________ Middle__________ Last__________________________
Address_____________________________________________________________
City________________________ State WI Zip________ Country______________
Phone (______)_________ E-mail________________________
Grade______ Age_______ Parent/guardian name (printed)__________________________
REQUIRED Signature of parent or guardian certifies that the information provided is accurate and
allows local land conservation departments, WI Land-Water, and NACD to utilize the photos for
educational or promotional purposes:
X________________________ Date__________________________

LOCAL MEDIA
Name of your local newspaper: ____________________________________________
Newspaper Telephone Number: ____________________________
Newspaper Email: ________________________________________________

SCHOOL
[ ] Public School [ ] Private School [ ] Home School
Teacher Name________________________________________________________
School Name_________________________________________________________
Address_____________________________________________________________
City________________________ State WI Zip________
County____________________
E-mail address________________________ Phone (______)__________

COUNTY LAND/WATER CONSERVATION DEPARTMENT (to be filled out by local rep)
County________________________ Area________________________
Contact____________________ Title________________________
Address_________________________________________________________
City________________________ State WI Zip________
E-mail Address________________________ Phone (______)__________

Please
Appropriate grade level
[ ] Grades K-1
[ ] Grades 2-3
[ ] Grades 4-6
[ ] Grades 7-9
[ ] Grades 10-12
### Conservation Poster Contest
2020 Judging Sheet

Name/Number: ______________________

**DIVISION** (circle one)

<table>
<thead>
<tr>
<th>DIVISION</th>
<th>Primary K-1</th>
<th>Elementary 2-3</th>
<th>Middle 4-6</th>
<th>Junior 7-9</th>
<th>Senior 10-12</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theme relevant to the current year</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Originality of design and concept</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Evidence of thought and time put into poster</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>ART</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neatness</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Easy to read from up to 10 feet away</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Well planned and designed; good use of space, balance, color and medium</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>CONSERVATION</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conveys a positive conservation message</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Accurate illustration of natural resources</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Shows a good understanding of the conservation concept</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Total Score: __________

Comments:

________________________________________________________________________

________________________________________________________________________
*Poster Judging Sheets on 8.5” x 14” paper:*  
- 2 judging sheets per page (If you want to use smaller sheets instead of a full 8.5 x 11 per student)

### Conservation Poster Contest

**Name:** ________________________  

**Primary K-1, Elementary 2-3, Middle 4-6, Junior 7-9, Senior 10-12**

#### GENERAL

<table>
<thead>
<tr>
<th>Needs Improvement</th>
<th>Good</th>
<th>Exceptional</th>
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<tr>
<td>Theme relevant to the current year</td>
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#### ART

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<th></th>
<th>Needs Improvement</th>
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<td>1</td>
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<td>3</td>
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#### CONSERVATION

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<tr>
<td>Shows a good understanding of the conservation concept</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**Total Score**

**Comments:**

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
*Participation Certificate Templates:*
You may insert your county logo and department title on these if desired (not mandatory).

**For your Local Poster Contests**

Certificate of Participation

This certificate is presented to

For participating in the Conservation and Environmental Awareness Poster Contest sponsored by the XXXX County Land Conservation Division as part of a statewide program.

The XXXX County Land Conservation Division hereby presents this certificate in recognition of your contribution to the advancement of conservation and environmental awareness in Wisconsin.

Official Date

**For your Area Poster Contests**

Certificate of Participation

This certificate is presented to

For participating in the Conservation and Environmental Awareness Poster Contest sponsored by the XXXX County Land Conservation Division as part of a statewide program.

The XXXX County Land Conservation Division hereby presents this certificate in recognition of your contribution to the advancement of conservation and environmental awareness in Wisconsin.

Official Date
**AWARDS**

*We encourage you to make a “BIG DEAL” out of the winners of your contest. You may even want to go into the schools and present the winning student with their award(s). The likely result will be that more students want to participate next year. Additionally, teachers/schools appreciate having their students’ accomplishments widely recognized (especially by the County).*

*Many counties approach their awards differently, depending on their budgets. Some options are:*

- Trophies (You can insert the poster logo on the trophy), medals, or ribbons
- Gift cards or cash prizes
- Art supplies
- Calendars or tote bags displaying the poster theme

*Be sure to send out a press release including the names of the winners and information on your contest. Include schools, teachers, etc. so they receive recognition as well.*

*Idea from Wood County:*

“If the teacher had the entire class participate in the poster contest, we also gave them a gift card to use in their classroom. We had some money in budget so we tried it out and it was very popular. If funds are tight, maybe put all the teachers’ names that had the whole class participate in to a drawing. We didn’t tell the teachers ahead of time we were going to do that, but you surely could to help increase poster numbers.”
**PROCESS**

* 1st place posters from Local Competitions advance to the Area Competition.
* 1st place posters from Area Competitions advance to the State Competition.
* 1st place posters from the State Competition advance to the National Competition.
*LOCAL POSTER CONTEST:

*County is in charge of hosting, coordinating, promoting, awards, etc.
*Local awards/prizes are at the discretion of the local county.
*County is responsible for forwarding the winning poster from each category, along with the entry form (including parental signature), to the Area Representative. Use the form below.

**County level poster and speaking winners**

Please fill this form out completely and send to your AREA poster and speaking contest coordinator:

County: __________________________________________
Contact: __________________________________________
Phone: __________________________________________
Address: __________________________________________
City: __________________________________________
State: __________________________________________
Zip: __________________________________________
Email: __________________________________________
Total number of speakers at local level: ELEMENTARY _______ JUNIOR _______ SENIOR _______
Total number of posters at local level: K-1 _______ 2-3 _______ 4-6 _______ 7-9 _______ 10-12 _______

**Report both total local poster and speaker numbers to Tracy Arnold tarnold@co.wi.us, Chair of the WI Land+Water Youth Education Committee**

SPEAKING CONTEST

Elementary Division (Grades 5-6)

Name: __________________________________________
Title of Speech: __________________________________
☐ County Level Entry Form filled out completely, including parental signature is attached

Junior Division (Grades 7-8)

Name: __________________________________________
Title of Speech: __________________________________
☐ County Level Entry Form filled out completely, including parental signature is attached

Senior Division (Grades 9-12)

Name: __________________________________________
Title of Speech: __________________________________
☐ County Level Entry Form filled out completely, including parental signature is attached
Poster Contest

Primary Division (Grades K-1)

Name: __________________________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Elementary Division (Grades 2-3)

Name: __________________________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Middle Division (Grades 4-6)

Name: __________________________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Junior Division (Grades 7-9)

Name: __________________________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Senior Division (Grades 10-12)

Name: __________________________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Thank you for your hard work, dedication and assistance in helping the WI Land+Water Youth Education Committee focus on developing and maintaining programs that educate and inspire Wisconsin's youth.

-Youth Education Committee
*AREA POSTER CONTEST:

*Area Representative and/or host is in charge of coordinating with all counties in their Area regarding the date of the Area Competition and when they need information on each Local Contest winners.

*Awards at the Area Contest are at the discretion of the Area Association.

*Area Representative and/or host is responsible for forwarding the winning poster from each category, along with the entry form (including parental signature), to Kim (kim@wisconsinlandwater.org) at WI Land+Water by the date provided by the Youth Education Committee.

---

**Area level poster and speaking winners**

Please fill this form out completely and send to Kim Warkentin kim@wisconsinlandwater.org by Thursday, February 14, 2020.

Area: ____________________________
Contact: ____________________________
Phone: ____________________________
Address: ____________________________
City: ____________________________
State: ____________________________
Zip: ____________________________
Email: ____________________________

Total number of speakers at area level: ELEMENTARY____ JUNIOR____ SENIOR____
Total number of posters at area level: K-1____ 2-3____ 4-6____ 7-9____ 10-12____

---

**SPEAKING CONTEST**

**Elementary Division (Grades 5-6)**

Name: ____________________________
Title of Speech: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

**Junior Division (Grades 7-8)**

Name: ____________________________
Title of Speech: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

**Senior Division (Grades 9-12)**

Name: ____________________________
Title of Speech: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached
POSTER CONTEST

Primary Division (Grades K-1)

Name:__________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Elementary Division (Grades 2-3)

Name:__________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Middle Division (Grades 4-6)

Name:__________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Junior Division (Grades 7-9)

Name:__________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Senior Division (Grades 10-12)

Name:__________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Thank you for your hard work, dedication and assistance in helping the WI Land+Water Youth Education Committee focus on developing and maintaining programs that educate and inspire Wisconsin’s youth.

-Youth Education Committee
**STATE POSTER CONTEST:**

*Awards at State level include art supplies and a plaque, along with a participation certificate.  
*If your county had a poster make it to State, but did not win at the State level, it must be picked up at the Annual Conference. If your county is not able to attend the conference, you need to make arrangements with a neighboring county to pick it up.  
*WI Land+Water is responsible for submitting the five winning posters representing the State of Wisconsin to the National Contest.

**NATIONAL POSTER CONTEST:**

*WI Land+Water is responsible for returning winning posters to the counties after the National competition.  
*The top three posters in each category of the national contest will receive monetary prizes. First place winners: $200; second place winners: $150; and third place winners: $100.  
PUBLIC RELATIONS

*We have learned through experience that the key to success is to reach the teachers (individually is most helpful) and provide presentations at the schools to stir interest.

*While mailings to the teachers schools work, send emails to teachers if allowed as this proves to be more effective (some school districts don’t allow this). Teachers get numerous poster contests sent to them monthly. Make sure yours stands out! Use pictures of past County winning posters and use the NACD logo, it’s usually very eye catching!

*Highlight the Department of Public Instruction logo. The Youth Education Committee worked hard to get permission to use that.

*Highlight the WI Education Standards that our poster contest fulfills. If you inform teachers of the standards the contest meets, they don’t have to waste time searching for it themselves.

*Consider sending an attention-grabbing postcard or memo to teachers (as seen below).

*If you do educational programs in schools, do “commercials” before you start the program. Promote your contest; these teachers are already interested in what you have to offer. You can tell the teacher that you will come do a program but they have to participate in your poster contest.

*Vernon County creates a program based on the poster theme and goes around to numerous schools.

*Make sure to send out a press release about the winners too. Include schools, teachers, etc. so they also get the recognition. (Press release example below)

*Hang your posters up in your building, libraries, hallways, etc. This gives your program more PR, but it also highlights the important work we do!

---

[Press release example below]

**GREEN LAKE COUNTY LAND CONSERVATION EDUCATION OUTREACH AND 2016 STATE YOUTH POSTER CONTEST**

We are offering school or outdoor lessons and information on why we all need trees and the importance of conservation in general. We have created a fun way to educate students about the importance of trees and how they can be used in their daily lives.

**Local students win Conservation Awareness Poster and Speaking Contests**

[Image of students' posters]

[Image of students presenting]
Memo

To: Wood County Teachers
From: Tracy Arnold, Conservation Program Coordinator
Date: September 12, 2016
Re: Annual Conservation Speaking and Poster Contest Participation

Looking for something new to challenge your students this year that is both fun and meets the WI state requirements? Contest can be done as a class project or as an individual student.

Annual Conservation Poster Contest
This year's topic for the Conservation Posters will be “Watersheds, Our Water, Our Home.” The rules for the poster contest are attached. Gift cards and trophies will be awarded to top posters. Please note poster size has to be 14x22. The posters may be dropped off at the Land and Water Conservation Department or mailed to us by Thursday, January 19th, 2017.

Annual Conservation Speaking Contest
This year the speaking contest will be held on Thursday, January 19th, 2017 at the Wood County Courthouse in Wisconsin Rapids, WI. The contest starts at 6:00 pm. Students can pick a topic that deals with conservation and deliver a speech. Gift cards and trophies will be awarded to the top speeches. Please find enclosed information about the speaking contest. Entry forms need to be mailed, e-mailed, faxed or dropped off by Monday, January 16th, 2017.

This is a great opportunity for your students to gain appreciation for the environment, conservation and become involved with numerous Wisconsin Academic Standards.

If you have any questions please feel free to contact me.

Tracy Arnold, Conservation Program Coordinator

---

WATERSHEDS
OUR WATER, OUR HOME
Due January 18, 2017

Grades K-12
Prizes
Wood County LWCD

Conservation Poster Contest
Entry forms at www.co.wood.wi.us/Departments/LandConservation or contact Tracy Arnold, tarnold@co.wood.wi.us, 715-421-8547
RULES/THEMES

*The annual contest theme comes from NACD, then the Youth Education Committee updates the forms and distributes to the state as soon as the contest logo is received from NACD.
*Rules are also from NACD. The poster size requirement are 14”x 22” OR 12” X 18”.
*Posters need to include the words from the logo and be centered on the theme.
*Theme changes every year. Some of the past ones have been:
WI EDUCATION STANDARDS

*listed below are just a few standards that fit into the WI Land+Water Conservation Poster and Speaking Contest*

Standard AS8: Students will analyze environmental factors associated with animal production.

Standard ESS2: Students will apply scientific principles to environmental service systems.

Standard ESS3: Students will operate environmental service systems to manage a facility environment.

Standard ESS4: Students will examine the relationships between energy sources and environmental service system with a basic understanding of the use of tools, equipment, machinery and technology to accomplish tasks in environmental service systems.

Standard NR1: Students will explain interrelationships between natural resources and humans necessary to conduct management activities in natural environments.

Standard NR2: Students will apply scientific principles to natural resource management activities.

Standard NR3: Students will apply knowledge of natural resources to production and processing industries.

Standard NR4: Students will demonstrate techniques used to protect natural resources.

Standard NR5: Students will use effective methods and venues to communicate natural resource processes to the public.

Standard PS1: Students will apply knowledge of plant classification, anatomy and physiology to the production and management of plants.

Standard PS2: Students will prepare and implement a plant management plan that addresses the influence of environmental factors, nutrients and soil on plant growth.

Standard PS5: Students will recognize different systems in which plants grow.

Standard PST1: Students will demonstrate competence in the application of principles and techniques for the development and management of power, structural and technical systems.

*Additional standards can be found at https://dpi.wi.gov/ag/standards*
Conservation Speaking Contest
WI Land+Water
WHERE TO START

*We have an amazing Youth Education Committee; use these people as resources. Many have run Local and Area Contests multiple times. Learn from their mistakes and successes...there is no need to reinvent the wheel!
*We have members in every area of the state for a reason. You might not be able to get ahold of Kim Warkentin, WI Land+Water Youth Director, or Tracy Arnold, Chair of the Youth Education Committee (Portage County Land and Water Conservation Division) to answer a quick question, but you have a Youth Education Committee member in a county close by.
*You might run into a Youth Education Committee member at a meeting and you can pick their brain about a contest idea or advice on how they conduct their contest.
*Youth Education Committee members can also make sure you are aware of the Area information. This is especially helpful if your county is starting a contest, as your Area host/representative might not be aware that you’re having a Local Contest this year.
*See Page 3-4 for Youth Education Committee members along with your Area Youth Education Committee Representative.

PICK A DATE

*Find out when your Area Contest is, when information is due by, and pick a date for your Local Contest from there...ideally about a month before the Area Contest.
*Right after the students return from Christmas break is a challenging time to hold a contest. Mid-December or Mid-January has proven to be the most successful.
*Email Tracy Arnold arnoldt@co.portage.wi.us your Local Contest dates. We put all the Local and Area Contest dates online at:
  - WI Land+Water website: https://wisconsinlandwater.org/events/youth-poster-amp-speaking-contest
  - WI Environmental Education website: http://eeinwisconsin.org
  - WI Land + Water Youth Education Facebook page: https://www.facebook.com/WILandWaterYouthEd/
  - These are high-traffic websites and are an easy way to promote your contest.

PICK A LOCATION

*It is ideal to have your Speaking Contest centrally located in your county. Many counties hold the contest at their County Courthouse/Government Center.
*Depending on the amount of entries, some counties will go into the classrooms and judge.
JUDGES

* Potential judges to recruit are Land Conservation staff, DNR Wardens or DNR regional staff, UW-Extension staff, or other teachers from schools not participating in the contest.
* Try to have a natural resource judge and a forensics judge for each category of speeches.
* Toastmasters Club is a great resource for forensics judges.
  - [http://www.toastmasters.org/find-a-club](http://www.toastmasters.org/find-a-club), type in your zip code/city and it will tell you all the clubs around your area.
* Create a folder for each judge to use during the contest and include:
  * Speech times
  * Guidelines
  * Judging sheets + pencil (fillable PDF, available online here):
    [https://wisconsinlandwater.org/events/youth-poster-amp-speaking-contest](https://wisconsinlandwater.org/events/youth-poster-amp-speaking-contest)
* Provide a stop watch for judges or have a volunteer provide the time of each speech.
* Don’t stop a speech if they go over. Write it on the judging sheet and after each speech is completed, consider the speech times when deciding the winner.
* It is ideal to have a contest moderator to politely introduce the speaker with their names and the title of their speeches (and potentially time the speakers). An alternative is to have a judge serve as a moderator as well.
*Moderator Instructions:*

1. Introduce yourself and judges
2. Follow the speaking order in the program
3. Only enter/exit room between speeches if necessary
4. Please be courteous to each contestant they have put a lot of time and effort into these speeches
5. Please turn off cell phones and pagers when in the rooms! STRESS THIS
6. Introduce Speaker/County and Speech title
7. Time Speeches: Elementary 3-5 minutes, Junior 4-6 minutes, Senior 5-7 minutes
8. Do not stop students if they go over time, let them finish their speeches
9. Judges can ask questions of speakers
10. Keep track of all students times and give to judges
11. Don’t call next speaker until judges are ready
12. Hand out certificates once all speakers are done
13. Dismiss everyone to main room but ask them to go quietly.
14. The first place winners will repeat their speeches when they receive their awards.
15. The Awards Ceremony takes place prior to lunch.
16. Please give the top three winners in your division to Tracy or Kim
Contest Judge Program Sample:

2017 Judges

Group A - Elementary
- Ranee Graf, Toastmaster Club - Forensics/Moderator
- Matt Lippert, UW Extension - Resources Judge

Group B - Elementary
- Jim Traynor, Toastmaster Club - Forensics/Moderator

Group C - Elementary
- Claudine Stockmann, Toastmaster Club - Forensics/Moderator
- Jeff Brewhaker, WC Planning/Zoning - Resource Judge

Group D - Elementary
- Ann Pacheco, Toastmaster Club - Forensics/Moderator
- Fritz Schubert, WC Parks and Forestry - Resource Judge

Group E - Junior/Senior
- Craig Carpenter, Toastmaster Club - Forensics/Moderator
- Heather Marquardt, WC Planning/Zoning - Resource Judge

Runoff Judges
(Will hear the top speakers from Elementary level to choose the contest winner)

Elementary Level
- Craig Carpenter, Toastmaster Club - Forensics/Moderator
- Peter Manley, UW Extension - Resources Judge
- Ann Pacheco, Toastmaster Club - Forensics/Moderator
- Jeff Brewhaker, WC Planning/Zoning - Resource Judge
- Tracy Arnold, WC Land & Water - Resource Judge
**CONSERVATION SPEAKING CONTEST JUDGING GUIDELINES**

- Moderator will keep track of the speech times; make sure they show judges the stopwatch after the speech.

- Judges should be primarily concerned with the speeches. Contestants should be allowed a 15 second leeway on time limitations.

- Time limitations are as follows:
  - Elementary 3-5 minutes
  - Junior 4-6 minutes
  - Senior 5-7 minutes

- Moderator will introduce the speaker by giving their name, county representing and speech title.

- Judges may/should ask questions after each speech. Be consistent with each speaker on number of questions asked and caliber of questions.

- Audience applause should not affect the judges’ decision.

- The glossary of items on the judging sheet shall guide the judges in their selection of top speakers.

- The names of the top three speakers in each division will be given to the moderator for awards.

- The judging sheets (comment section only) will be returned to the contestants at the end of the program. Please write something constructive about their speech. The top portion of the judging sheet will be taken back and shredded, that’s only for the judge to see.

- The points shown in parentheses under each rating are suggested as guidance.
FORMS

* All forms are located on the WI Land and Water Youth Education page: https://wisconsinlandwater.org/events/youth-poster-amp-speaking-contest

*All forms are fillable PDFs. This helps with reading difficult handwriting. It’s not mandatory to fill out the forms electronically but it should be encouraged, as it is very ideal.

*Rules and Entry Form A:

2020 Conservation Speech Contest Guidelines

FORM A

State Contest – Wednesday, March 4th, 2020 at Hyatt Regency, Green Bay, WI

Contest Division
1. Elementary Division... (3-5 minute speeches, required)........Students enrolled in grades 5-6.
2. Junior Division......... (4-6 minute speeches, required)........Students enrolled in grades 7-8.
3. Senior Division........ (5-7 minute speeches, required)........Students enrolled in grades 9-12.

Subject Matter
Speeches must promote the conservation of natural resources and the protection or enhancement of environmental quality. Topics should address soil and water conservation issues. Emphasis should be placed on the subject as it relates to your locality or to the state of Wisconsin.

Authenticity and accuracy of information is important, and the speaker should demonstrate familiarity with the subject matter. Feel free to contact Natural Resource professionals as they can provide knowledge on numerous topics. The internet is a rich resource, however not all internet sources are reliable. When using the internet consider your source.

All speeches should be backed up by facts. Both sides of an issue should be presented in a fair and non-accuratory manner. Using names of people or businesses for slander will not be accepted and shall result in disqualification.

Sanction
All contest materials distributed by counties should include the following statement of sanction: “This activity is approved on the Association of Wisconsin School Administrators Advisory List.”

Visual Aids
Use of visual aids (posters, charts, etc.) is prohibited; however, notes may be used.

Speeches
A speech, in part or whole, used in this contest in previous years may not be used again. However, speeches used for other speaking events may be used. Group presentations are not allowed.

County Contest
An individual student may only enter in one county level speech contest, either in the county in which they reside or in the county in which they attend school. If the county an individual lives in does not host a speaking contest, the individual may seek permission from another county to enter their contest.

The winners of each division in each county may compete in the area association contests. **Students must compete in a county and/or area contest to qualify for the state contest. All contest entry forms must be signed by a parent or guardian.**

Area Contest
Local county winner will advance to their area contest. Please view our website for your area contest dates, http://wisconsinlandwater.org/events/youth-poster-amp-speaking-contest. The results of the area contest (including the parental/guardian signature, legible names, addresses and counties of residence of the winners) shall be sent by the area contest coordinator to all county contest coordinators immediately following the contest for state contest set-up and publicity purposes.
The area association committees and coordinators are responsible for arranging the participation of its three winning speakers (1st place in each division) in the state contest.

**Contest Scheduling**

County and area association contests should be completed by **Friday, February 14, 2020**.

**State Contest**

State contest entry forms for each area contest winner must be received at the WI Land+Water office no later than **Friday, February 14, 2020**. The state contest will be held in the morning of Wednesday, March 4, 2020 at Hyatt Regency, Green Bay, Wisconsin. Registration will be from 9:00am-9:30am. First place winners in each division are invited to present their winning speeches at the 2020 WI Land+Water Annual Conference Luncheon that same day at 11:00am.

State contest RSVP must be completed by **Friday, February 14, 2020** and immediately forwarded to the WI Land+Water office. If you are planning to come in the night before and wish to book a hotel room please contact Kim Warkentin at kim@wisconsinlandwater.org by **Friday, February 14, 2020** to receive the state rate at the Hyatt Regency. All state contest entry forms must be completely filled out and signed by a parent or guardian and received in the WI Land+Water office no later than **Friday, February 14, 2020** in order for the student to be eligible to compete.

**2019 State Speech Winners**

(pictured with Matt Krueger, WI Land+Water Director and Eric Paulsen, Discover Wisconsin co-host)

**Ashton Brusveen**
Elementary Division
Columbia County

**Bailey Weisenbeck**
Junior Division
Pepin County

**Ansel Brenneman**
Senior Division
Vernon County
2020 Conservation Awareness Speaking Contest
County Level Entry Form A
**Please fill out completely and legibly**
COUNTY ENTRIES DUE: ________________

TITLE OF SPEECH

STUDENT
First Name ______________ Middle ______________ Last ______________
Address
City ______________ State ______________ WI ______________ Zip ______________
County
Phone (____) ______________ E-mail
Grade ______________ Age ______________ Parent/guardian name (printed)

REQUIRED Signature of parent or guardian certifies that the information provided is
accurate and allows local land conservation departments, WI Land+Water, and NACD to
utilize the photos for educational or promotional purposes:
X ______________ Date ______________

LOCAL MEDIA
Name of your local newspaper: ______________________________
Newspaper Telephone Number: ______________________________
Newspaper Email:

SCHOOL
☐ Public School ☐ Private School ☐ Home School
Teacher Name ______________________________
School Name ______________________________
Address ______________________________
City ______________ State ______________ WI ______________ Zip ______________
County
E-mail address ______________________________ Phone (____)

COUNTY LAND/WATER CONSERVATION DEPARTMENT (to be filled out by local rep)
County ______________________________
Area ______________________________
Contact ______________________________ Title ______________________________
Address ______________________________
City ______________ State ______________ WI ______________ Zip ______________
E-mail Address ______________________________ Phone (____)
**CONSERVATION SPEAKING CONTEST JUDGING SHEET**

**CONTEST DIVISION**

**SPEAKER**

**TITLE OF SPEECH**

**SPEAKER NUMBER**

**TOTAL TIME**

**FINAL PLACING**

<table>
<thead>
<tr>
<th>CONTENT (45%)</th>
<th>EXCELLENT</th>
<th>GOOD</th>
<th>AVERAGE</th>
<th>FAIR</th>
<th>POOR</th>
<th>COMMENTS</th>
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</thead>
<tbody>
<tr>
<td>Understandability</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>Quality of Material &amp; State/local Interest</td>
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<td>Emphasis of Conservation and Environmental Aspects</td>
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<tr>
<td>DELIVERY (45%)</td>
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<tr>
<td>Effective Use of Voice</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<td>1</td>
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<tr>
<td>Manner of Speaking</td>
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<tr>
<td>Stress on Important Points</td>
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<tr>
<td>STYLE (10%)</td>
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<tr>
<td>Organization of Material</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Audience appeal</td>
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</tbody>
</table>

*Narrative comments should be clipped and returned to the speaker. Point totals are for judge’s personal use only*

Comments for speaker (name)

**CONTENT (45%)**

**DELIVERY (45%)**

**STYLE (10%)**
Participation Certificate Templates:
You may insert your county logo and department title on these if desired (not mandatory).

FOR YOUR LOCAL AND AREA CONTESTS:

Certificate of Participation

**Insert County logo here**

This certificate is presented to

__________________________
For participating in the Conservation and Environmental Awareness Speaking Contest sponsored by the XXXX County Land Conservation Division as part of a statewide program.

The XXXX County Land Conservation Division hereby presents this certificate in recognition of your contribution to the advancement of conservation and environmental awareness in Wisconsin.

__________________________  ________________
Official                      Date

Certificate of Participation

__________________________
having been the first place winner at the county level, and qualifying for participation in the Conservation and Environmental Awareness Speaking Contest sponsored by the INSERT NAME Area Association of Land Conservation Committees and Departments as part of a statewide program.

In recognition, the INSERT NAME Area Association hereby presents this certificate in appreciation of your contribution to the advancement of conservation and environmental awareness in Wisconsin.

__________________________  ________________
Official                      Date
AWARDS

* Awards are handed out the night of the contest, immediately after all speeches are completed and results are tallied. Be sure to get pictures to use in press releases and for promotional purposes.

* Many counties approach their awards differently, depending on their budgets. Some options are:
  - Trophies (You can insert the poster logo on the trophy)
  - Medals
  - Ribbons
  - Gift cards or cash prizes
  - Calendars or tote bags

* Be sure to send out a press release including the names of the winners and information on your contest. Include schools, teachers, etc. so they receive recognition as well.
PROCESS
* 1<sup>st</sup> place speakers from Local Competitions advance to the Area Competition.
* 1<sup>st</sup> place speakers from Area Competitions advance to the State Competition.
*LOCAL SPEAKING CONTEST

*County is in charge of hosting, coordinating, promoting, awards, etc.
*Local awards/prizes are at the discretion of the local county.
*County is responsible for forwarding the winners from each category, along with the entry form (including parental signature), to the Area Representative. Use the form below.

---

**County level poster and speaking winners**

- Please fill this form out completely and send to your AREA poster and speaking contest coordinator.

**Country:** ________________________________

**Contact:** ________________________________

**Phone:** ________________________________

**Address:** ________________________________

**City:** ________________________________

**State:** Wisconsin

**Zip:** ________________________________

**Email:** ________________________________

**Total number of speakers at local level:**

- ELEMENTARY
- JUNIOR
- SENIOR

**Total number of posters at local level:**

- K-1
- 2-3
- 4-6
- 7-9
- 10-12

**Report both total local poster and speaker numbers to Tracy Arnold tarneld@cowood.wi.us, Chair of the WI Land-Water Youth Education Committee.**

---

**SPEAKING CONTEST**

**Elementary Division (Grades 5-6)**

**Name:** ________________________________

**Title of Speech:** ________________________________

- County Level Entry Form filled out completely, including parental signature is attached

**Junior Division (Grades 7-8)**

**Name:** ________________________________

**Title of Speech:** ________________________________

- County Level Entry Form filled out completely, including parental signature is attached

**Senior Division (Grades 9-12)**

**Name:** ________________________________

**Title of Speech:** ________________________________

- County Level Entry Form filled out completely, including parental signature is attached
POSTER CONTEST

Primary Division (Grades K-1)

Name: __________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Elementary Division (Grades 2-3)

Name: __________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Middle Division (Grades 4-6)

Name: __________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Junior Division (Grades 7-9)

Name: __________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Senior Division (Grades 10-12)

Name: __________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Thank you for your hard work, dedication and assistance in helping the WI Land+Water Youth Education Committee focus on developing and maintaining programs that educate and inspire Wisconsin's youth.

-Youth Education Committee
*AREA SPEAKING CONTEST*

*Area Representative and/or host is in charge of coordinating with all counties in their Area regarding the date of the Area Competition and when they need information on each Local Contest winners.*

*Area Representative and/or host is in charge of coordinating with all counties in their Area regarding the date of the Area Competition and when they need information on each Local Contest winners.*

*Awards at the Area Contest are at the discretion of the Area Association.*

*Area Representative and/or host is responsible for forwarding the winners from each category along with the entry form (including parental signature) to Kim (kim@wisconsinlandwater.org) at WI Land+Water by the date provided by the Youth Education Committee.

---

**SPEAKING CONTEST**

**Elementary Division (Grades 5-6)**

Name:

Title of Speech:

☐ County Level Entry Form filled out completely, including parental signature is attached

**Junior Division (Grades 7-8)**

Name:

Title of Speech:

☐ County Level Entry Form filled out completely, including parental signature is attached

**Senior Division (Grades 9-12)**

Name:

Title of Speech:

☐ County Level Entry Form filled out completely, including parental signature is attached

---

Area level poster and speaking winners

Please fill this form out completely and send to Kim Warkentin, kim@wisconsinlandwater.org by Thursday, February 14, 2020.

Area:

Contact:

Phone:

Address:

City:

State:

Zip:

Email:

Total number of speakers at area level: ELEMENTARY ______ JUNIOR ______ SENIOR ______

Total number of posters at area level: K-1 ______ 2-3 ______ 4-6 ______ 7-9 ______ 10-12 ______
POSTER CONTEST

Primary Division (Grades K-1)

Name: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Elementary Division (Grades 2-3)

Name: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Middle Division (Grades 4-6)

Name: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Junior Division (Grades 7-9)

Name: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Senior Division (Grades 10-12)

Name: ____________________________

☐ County Level Entry Form filled out completely, including parental signature is attached

Thank you for your hard work, dedication and assistance in helping the WI Land+Water Youth Education Committee focus on developing and maintaining programs that educate and inspire Wisconsin’s youth.

-Youth Education Committee
*STATE SPEAKING CONTEST

*WI Land+Water is responsible for State Speaking Contest.
*Awards at State level include trophies and a gift certificate to one of our conservation camps (depending on age). The camps are Sand Lake Camp for children entering grades 6-8 and WI Land + Water Camp for those entering grades 9-12.
*If your county had a speaker make it to State, they will be presenting their speech on the first day of the conference before others arrive. The students and their families are invited to eat lunch with the conference attendees. The winners are announced at the luncheon and first place speakers present their speech to the entire group. After the first place speeches are given for each category, the students and their families are free to leave. *Counties typically cover the cost of the hotel room for the speaker (state rate applies) and/or mileage and meals, depending on their budget.

---

2020 State Speaking Contest
Wednesday, March 4th, 2020

Hyatt Regency/KI Convention Center
333 Main Street
Green Bay, WI 54301
1-888-735-2954

Congratulations on winning your local and area speaking contest! WI Land+Water would like to invite you to the state competition on March 4, 2020. Below is specific information regarding the schedule and registration.

**SCHEDULE**

9:00 - 9:30am Registration
9:30am Welcome/Introductions
9:45am Speeches begin
11:00am Lunch with winner speeches

Along with the speaking contestant's initial entry form, please submit the registration form by **Friday, February 14, 2020**. All attendees must be identified on the form, regardless of whether they are eating lunch or not. Lunch will only be provided to those attendees that check the lunch section.

If you are planning to come in the night before and wish to book a hotel room please contact Kim Warkentin at **Friday, February 14, 2020** to receive the state rate at the Hyatt Regency/KI Convention Center.

If you have any questions, please contact Kim Warkentin, WI Land+Water 608-441-2677 or kim@wisconsinlandwater.org or Tracy Arnold, Portage County LWCD 715-946-1326 or arnold@co.portage.wi.us.
2020 State Conservation Awareness Speaking Contest
Registration Form for State Level Qualifiers

**STUDENT**
First Name ____________________ Middle ____________________ Last ____________________
Address ______________________
City __________________________ State ___________ Zip ___________
Phone (_____) ___________________ E-mail ______________________
County _________________________
Area __________________________

**ALL ATTENDEES (Lunch or no Lunch) MUST BE IDENTIFIED ON THIS FORM**

<table>
<thead>
<tr>
<th>NAME</th>
<th>RELATIONSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>(name badges, certificates, etc. are based from this form)</td>
<td>(indicate Speaker, Parent, Sibling, LCC/LCD)</td>
</tr>
<tr>
<td>Lunch (fee waived)</td>
<td>SPEAKER</td>
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<td>Lunch (fee waived)</td>
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**Additional Attendees**
Checks payable to WI Land+Water are due the day of event
Lunch is $13.00 per person (state rate) *

Both the registration form and the original local entry form must be received in WI Land+Water office, filled out completely, with parental signature (entry form only) and list of all attendees no later than **Friday, February 14, 2020**.

*Area Competition facilitators will assist in the submittal of both registration pages to the state level upon contestant’s winning of first place in the county and area competitions. Please be in communication with these people.*
*HOW TO RUN THE ACTUAL SPEAKING EVENT*

*Have the moderator welcome everyone to the contest.*
*Remind everyone to turn off cell phones and refrain from making noise.*
*Explain how the night will work.*
*Explain what speaking category is in each contest room.*

*Example Contest Program from Wood County:*

![Example Contest Program from Wood County](image)

*Dismiss the judges first, so they can get in their contest rooms before the students/audience.*
*Dismiss everyone else.*
*Once speakers are done in each room, everyone can go back to main gathering area. Many counties have refreshments available while winners are decided. Judges stay in rooms to work together to decide the winners.*
*Once judges have decided winners, they need to inform the contest staff. Once all divisions are done, announce winners, hand out awards, take pictures, and thank everyone for coming.*
**RUNOFF ROUNDS**

If you have a high volume of speakers in one division, feel free to divide them up into separate rooms, as it makes the night go faster. If you choose this route, have the judges choose the top one or two speeches from their room. Then the top one or two speeches from each room will advance to the “runoff round.” You can then have the judges from each room team up to hear the top speeches a second time. After this group of top speeches is complete, dismiss everyone back to the gathering area so the judges may discuss the winner.
PUBLIC RELATIONS

* Invite the students to give their speeches in front of your Committee or County board.
* We have learned through experience that the key to success is to reach the teachers (individually is most helpful) and provide presentations at the schools to stir interest.
* While mailings to the teachers’ schools work, send emails to teachers if allowed as this proves to be more effective (some school districts don’t allow this).
* Highlight the Department of Public Instruction logo. The Youth Education Committee worked hard to get permission to use that.
* Highlight the WI Education Standards that our speaking contest fulfills. If you inform teachers of the standards the contest meets, they don’t have to waste time searching for it themselves.
* Consider sending an attention-grabbing postcard or memo to teachers (as seen below).
* If you do educational programs in schools, do “commercials” before you start the programs. Promote your contest; these teachers are already interested in what you have to offer. You can tell the teacher that you will come do a program but they have to participate in your speaking contest.
* Make sure to send out a press release about the winners too. Include schools, teachers, etc. so they also get the recognition. (Press release example below)
Memo

To: Wood County Teachers
From: Tracy Arnold, Conservation Program Coordinator
Date: September 12, 2017
Re: Annual Conservation Speaking and Poster Contest Participation

Looking for something new to challenge your students this year that is both fun and meets the WI state requirements? Contest can be done as a class project or as an individual student.

Annual Conservation Poster Contest
This year’s topic for the Conservation Posters will be “Watersheds, Our Water, Our Home!” The rules for the poster contest are attached. Gift cards and trophies will be awarded to top posters. Please note poster size has to be 18"x24". The posters may be dropped off at the Land and Water Conservation Department or mailed to us by Thursday, January 5th, 2018.

Annual Conservation Speaking Contest
This year the speaking contest will be held on Thursday, January 12th, 2018, at the Wood County Courthouse in Wisconsin Rippel, WI. The contest starts at 6:00pm. Students can pick a topic that deals with conservation and deliver a speech. Gift cards and trophies will be awarded to the top speeches. Please find enclosed information about the speaking contest. Entry forms need to be mailed, e-mailed, faxed or dropped off by Monday, January 8th, 2018.

This is a great opportunity for your students to gain appreciation for the environment, conservation and become involved with resources. Wisconsin Academy. Thanks!

If you have any questions please feel free to contact me.

Tracy Arnold, Conservation Program Coordinator
RULES/THEMES

*Topics should be chosen by the student. As long as it is conservation/natural resources-based it is acceptable.

*”Hot topics” are ok but watch out for slander. It is written in the rules that the Contest Coordinator can disqualify a speaker if they feel there is slander against anyone.

*Students must stay within the time-limit to be eligible to place.

WI EDUCATION STANDARDS

*listed below are just a few standards that fit into the WI Land+Water Conservation Poster and Speaking Contest*

Standard AS8: Students will analyze environmental factors associated with animal production.

Standard ESS2: Students will apply scientific principles to environmental service systems.

Standard ESS3: Students will operate environmental service systems to manage a facility environment.

Standard ESS4: Students will examine the relationships between energy sources and environmental service system with a basic understanding of the use of tools, equipment, machinery and technology to accomplish tasks in environmental service systems.

Standard NR1: Students will explain interrelationships between natural resources and humans necessary to conduct management activities in natural environments.

Standard NR2: Students will apply scientific principles to natural resource management activities.

Standard NR3: Students will apply knowledge of natural resources to production and processing industries.

Standard NR4: Students will demonstrate techniques used to protect natural resources.

Standard NR5: Students will use effective methods and venues to communicate natural resource processes to the public.

Standard PS1: Students will apply knowledge of plant classification, anatomy and physiology to the production and management of plants.

Standard PS2: Students will prepare and implement a plant management plan that addresses the influence of environmental factors, nutrients and soil on plant growth.

Standard PS5: Students will recognize different systems in which plants grow.

Standard PST1: Students will demonstrate competence in the application of principles and techniques for the development and management of power, structural and technical systems.

*Additional standards can be found at [https://dpi.wi.gov/ag/standards]*
UNLESS someone like you cares a whole awful lot, nothing is going to get better. It’s not.

—The Lorax

You’re on your way to creating Conservation Poster and Speaking Contests in your County and/or Area!