



*Sponsored by Georgia Farm Bureau in conjunction with the Sunbelt Ag Expo*

## **THE CHALLENGE**

New for 2021, the Advocacy in Action Challenge is a two-part competition that aims to engage students in the areas of agricultural policy and advocacy. Round One will take place prior to the Expo and will require students to submit a 2-3-minute video response to a issues-based prompt. Round Two will take place on Wednesday, October 20 at the Expo and will consist of an in-person interview based on a second issues-based prompt.

## **THE TEAMS**

The competition will be broken into two age divisions: high school and collegiate (undergraduate). Teams will be made up of 3-4 participants each. Each participant will receive an "Advocacy in Action" t-shirt, available for pickup at the Sunbelt Ag Expo.

## **ROUND ONE: THE VIDEO**

The prompt for the video portion of the competition will be provided on September 1 when registration closes. Videos will be due on September 20. Videos should be submitted to [becca@sunbeltexpo.com](mailto:becca@sunbeltexpo.com). Consider utilizing a free, file transfer service such as [wetransfer.com](http://wetransfer.com) to submit the video.

Each member of the team must participate in the video and must have a speaking part. Videos should be no shorter than two minutes and no longer than three minutes and should address, to the best of the group's ability, the provided prompt. While video quality is important, it is unnecessary to incorporate professional videography into the process. Teams are not expected to incur an expense to produce the video. Cell phone / tablet videos are acceptable.

## **ROUND TWO: THE INTERVIEW**

Following the September 20 deadline, videos will be reviewed and the top three teams in each division will be selected. Finalists will be notified by October 1 and provided with a second prompt. This prompt will serve as the guide for an in-person interview to take place at the Sunbelt Ag Expo on the morning of Wednesday, October 20. Should a team be selected as a finalist, all team members **MUST** be able to attend the Sunbelt Ag Expo on Wednesday, October 20.

For the in-person portion of the competition, each team will be paired with an agricultural lobbyist and/or policy professional who will serve as their "coach" for the day. Coaches and teams will be given thirty minutes to review the prompt and prepare for their interviews. Following the preparation segment, coaches and teams will travel through the Sunbelt Ag Expo grounds to showcase their knowledge of the prompt with industry leaders in three short, five-minute "elevator" interviews intended to replicate "working the ropes" at the State Capitol. As competition judges, these industry leaders will then convene

to select a winner in each division. Winners will be announced at a reception on the afternoon of Wednesday, October 20.

## **THE AWARDS**

The top three teams in each division will receive a monetary prize provided by Georgia Farm Bureau. Additionally, the first-place team in each division will be invited to attend Georgia Farm Bureau Day at the Capitol on February 8, 2022 in Atlanta, GA.

- Prize Payouts for 1<sup>st</sup> – 3<sup>rd</sup> Place Teams in each Age Division:
  - 1<sup>st</sup> - \$1,000
  - 2<sup>nd</sup> - \$800
  - 3<sup>rd</sup> - \$600

## **THE DATES**

September 1, 2021: Registration closes, and the video prompt is released.

September 20, 2021: Video submissions are due.

October 1, 2021: Finalists are notified, and the in-person interview prompt is released.

October 20, 2021: In-person interviews take place at the Sunbelt Ag Expo.

## **CONTACTS**

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