**What is it?**
In this CDE, you write and deliver a six- to eight-minute speech about a current agricultural subject. The experience will help you excel in school, community and career settings. Participants are rated based on the written speech, speech delivery and their answers to judges’ questions.

**Career Opportunities**

*Career Clusters:*
- Agricultural and Forestry Production
- Management and Financial Specialties
- Marketing, Merchandising and Sales Careers
- Science and Engineering
- Social Services
- Education and Communication

*Career opportunities found in the career cluster areas:*
- **Education and Communication** – magazine writer, editor, farm broadcaster, media buyer, journalist, public relations/marketing representative, agriculture/farm news director, public speaker, career publicist, lobbyist, extension agent, educational specialist

**The Prepared Public Speaking CDE could be applied to all of the career clusters, as most occupations require some form of speaking.**

**Educational Requirements**

*Bachelor Degree* – magazine writer, editor, farm broadcaster, media buyer, journalist, public relations/marketing representative, agriculture/farm news director, public speaker, career publicist

*Graduate Degree* – college professor, educational specialist, extension agent, lobbyist

**SAF Opportunities**
Employment at the media and public relations booth at your county fairgrounds, conducting media interviews, preparing and editing news releases, job shadowing at a public relations firm

**Proficiency Award Areas**
Agricultural Communications

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**Curriculum Resources**

- United States Department of Agriculture, Washington DC 20250
- State Colleges, Research Centers and/or Experiment Stations