

Name: _____

Advocacy Chat with Courtenay DeHoff

Part 1

Directions:

In the space provided, draw a picture of what you think an agricultural advocate looks like. We will refer to this picture later.



Part 2

Directions:

Watch the video "Courtenay DeHoff #SpeakAg Chat – Part 1" at <https://vimeo.com/480972033>. While watching the video, complete the following activities.

What is Courtenay's story? On the timeline, identify five points in her life that led to her brand of being a #FancyLady Cowgirl.



Where is Courtenay from?

- a. Nebraska
- b. Oklahoma
- c. Kansas
- d. Texas



What is the TV industry's resume called?

D_____ R_____

How many views did her wildfire story get in one night?



What are the three components of the cowboy code?

- 1. I _____
- 2. M _____
- 3. H _____

Name: _____

Name five methods for advocacy that Courtenay identifies. Provide an example for each.

1. _____
a. Example: _____
2. _____
a. Example: _____
3. _____
a. Example: _____
4. _____
a. Example: _____
5. _____
a. Example: _____

What is the minimum number of people you need to reach to be considered an advocate?

- a. 1
- b. 10
- c. 100
- d. 1,000
- e. None of the above



Why is advocacy important in any industry?

How does advocacy impact you? Give a specific example.

1. Choose one of the advocacy methods above and write it here: _____
2. Identify something that you are passionate about that someone else may not understand or may have misconceptions about. This can be anything important to you. Record it here:

3. In the space provided, develop a plan of how you are going to use the advocacy method identified in Question 1 to advocate for the issue you identified in Question 2. Be sure to include specifics such as who, what, when, where and why.

Examine your drawing. How would you change this picture based on what you have learned?

Draw an emoji to describe your feelings about advocacy.