

National American Miss **STATE** JUDGE'S MANUAL



Optional Contests

THANK YOU FOR JOINING US AS A JUDGE AT OUR STATE PAGEANT!

OVERVIEW

Understanding National American Miss as an Official State Judge

OUR MISSION

To encourage America's leaders and equip them with valuable life skills.

OUR VISION

To be the country's premier pageant system helping our contestants reach their full potential, not just during pageant weekend but in life.

OUR COMMITMENT

Service

We exist to serve you, the contestant.

Excellence

We are committed to excellence in all that we do.

Integrity

We challenge and hold each other accountable to the highest standards of conduct.

Value

We focus on creating a value-packed, fun weekend with family and friends.

Completion

We have an unwavering commitment to empower each contestant, enabling her to reach her full potential!

Welcome, State Judge & Thank YOU! On behalf of Steve & Kathleen Mayes, our incredible team of State Directors, and staff at National American Miss (NAM), we want to sincerely thank you for taking time out of your busy schedule to volunteer your time and help us award some of the most deserving young ladies across the state. You'll be crowning an outstanding State Finalist who will represent their state at our National Pageant in November 2026 in Orlando, Florida!

Many of you have been judging for us for several years, and for some of you, this may be your very first time. If so, you're in for a treat! With that in mind, we'd like to offer you a warm welcome and share our overall mission and commitment: to make every single NAM State Finalist and her family feel valued, seen, and celebrated.

National American Miss is the largest and one of the most respected pageant systems in the world. Each year, hundreds of thousands of dollars in scholarships, prizes, and awards are earned by deserving young ladies nationwide.

Through a wide variety of activities, contests, and competitions, we aim to encourage contestants to develop poise, self-confidence, and essential communication skills. We want them to feel great about themselves and gain the competitive edge to thrive in any field they pursue. Your support and thoughtful judging help make that growth possible, and your contribution to their development is our **utmost priority**.

Most importantly, **have fun!** Soak it all in and enjoy the experience. Please know that your presence is truly shaping lives and making a lasting difference.

As someone who has been part of the National American Miss family for many years, I deeply appreciate your commitment and generosity. If you ever have feedback or suggestions on how we can make your judging experience even better, don't hesitate to reach out. We are always working to make our program the very best it can be - for you and for the amazing young ladies and women you help empower.

With sincere appreciation,

Dawn Estill

Dawn Estill
Judges Operations

Elizabeth Icenogle

Elizabeth Icenogle
NAM National Director



OPTIONAL *Contests*

The optional contests are scored on a range from 1 to 9. All scores are whole numbers; therefore, no decimal or half scores may be given. For example, you cannot give a score of 7½ or 7.3. A single plus (+) or minus (-) may be used to “tweak” your scores. Use only one plus (+) or one minus (-) per contestant. We also encourage you to write comments next to your scores. Each contestant is allowed to enter each optional contest up to two times. The first performance will be scored normally and the second performance will be scored on the last page of the score sheet as a write-in.

Contestants should be scored on your overall impression of their performance during the optional competition. Look for confidence combined with a positive attitude. Judge each contestant based on her skill level in the event in which she is competing. *Is she prepared? Does she know her routine well? Did it take skill for someone her age to accomplish? Did she perform well and enjoy it, or just get through it?*

Shown below are some scoring tips. These may be helpful to you. Also, the following pages show the actual rules that the contestant receives. In all cases, the rules that the contestant receives are the rules by which we score.

Casual Wear ModelingSM: This is an upbeat and fun event! Contestants are instructed to choose an outfit that shows their creativity and personality and that is age-appropriate. Judge each contestant on her attitude, excitement, and confidence. The contestants should have fun with this event. Look for one that makes you smile, has fun, and commands the audience’s attention as she models across the stage. No swimsuits are allowed.

Actress: The idea behind this contest is that these contestants are auditioning for a part in a commercial. You are looking for confidence, energy, clear communication, and someone who is very expressive with her lines. Each contestant will be given two opportunities, or two “takes”, to deliver a short commercial of her choosing from a provided list. **She must recite her lines exactly as they appear on the script.** Mentally score both takes and write the better of the two scores on the score sheet. **Do not combine or average both performances.** Just score the one you deemed the best.

Props ARE NOT allowed. This contest will be run just like an authentic acting audition, and she should be scored on her acting ability only. Props tend to be a distraction, so nothing may be carried or placed on the stage.

Talent: This must be a live solo performance. The time limit for Talent is two minutes. A bell will ring when the time limit is reached and judging stops. However, if the contestant continues to perform after the bell, then you should begin to deduct points. Contestants are aware of the time limit and should have planned their routines accordingly.

You will see various types of talent! Judge each contestant only against herself. Give a score based on your opinion of her Talent *performance* in her area of interest. Your score should reflect the degree of difficulty along with the performance value. Your score should not simply reflect the audience applause. Was it a genuinely entertaining *performance* while still showcasing her true talent? All outfits should be age-appropriate. Age-appropriate “stage makeup” is allowed during this contest for all age divisions. However, no *elevated gymnastics apparatuses* are allowed.

SpokesmodelSM This contest combines the contestant’s stage presence with her public speaking skills. Contestants are encouraged to walk confidently to the podium and deliver a speech to the audience clearly, effectively, and with natural enthusiasm. As a judge, you are looking for a contestant with a naturally confident walk, strong energy, and good public speaking skills, such as eye contact with the audience. The contestant’s printed speech will be available to her on the lectern for reference, but she should know her speech well and not just rely on reading the copy. Remember, do not let your feelings toward a certain person or topic affect your judgment. The time limit for SpokesmodelSM is 1½ minutes. A bell will ring when the time limit is reached and judging stops. However, if the contestant continues to perform after the bell, then you should begin to deduct points.

Top Model SearchSM: This super fun contest puts you on the set of a real live photo shoot with the contestant. The contestant will work with professional modeling industry experts who will help guide them through what it would be like on a professional editorial photo shoot. Judges should base their score on how well they take direction from the photographer; how well they are utilizing their garment to pose and ultimately ask yourself, “Are they having fun?”

Runway Model SearchSM: Contestants will take to the runway for the contest which will run like a LIVE FASHION SHOW. She will model a fashion-forward outfit of her choice and walk the runway. Just think to yourself, “Could I see her walking the runways of New York Fashion Week?” There is a routine provided that must be followed. If a contestant does not follow the pattern, points should be deducted regardless of their modeling ability.

Fun Fitness: This is a fun and exciting event that is high-energy and fast paced! This will not only show off model skills of the contestant, but also promote health and fitness. The contestants athletic outfit should be age-appropriate and fit her. See the rules on the following Fun Fitness page. The contestant will follow a walking pattern and judges should score on fitness, personality, stage presence, confidence and overall presentation. There is a routine provided that must be followed. If a contestant does not follow the pattern, points should be deducted regardless of their modeling ability.

OPTIONAL CONTEST

CASUAL WEAR MODELING

AVAILABLE TO ALL AGE GROUPS

ABOUT

A fun and relaxed modeling contest with no set routine or walk, this competition gives contestants a chance to show their personality and sense of style. Outfits can be themed to show your personality or interests, such as "Shopping with the Girls," "A Day in Paris," "Hitting the Tennis Court," etc.

THE FACTS

- Entry Fee: \$100 per entry
- Entry Limit: 2 (You may enter this competition two times if you wish, and each entry will be scored separately, giving you two chances to win.)

THE PRIZES

Winner:

- Exclusive Golden Ticket Award Invitation to The National Competition
- Entry fee paid for the National Casual Wear Modeling contest (\$175 value)
- Award

4 Runners-Up:

- Exclusive Golden Ticket Award Invitation to The National Competition

All Participants Receive:

- A collector's Casual Wear Modeling participation ribbon

FORMAT

- Use free-style modeling turns and poses as you strut the stage. When you are finished, you will exit. You will be shown where to enter and exit prior to the contest.
- Time limit is approximately 30 seconds. The emcee will instruct you when it's time to exit the stage.

SCORING

- A selection committee will be observing modeling techniques, personality, and sense of style.

YOU BRING

- Outfit of your choice.
- Casual Wear Form (downloaded from your state pageant website), which will be submitted at Pageant Check-In and used by our staff during the contest.

NAM PROVIDES

- Stage, emcee, and music.

RULES

- No tumbling, acrobats, gymnastics, fire, or live animals.
- Props are allowed, but must coordinate with the theme of the outfit.
- No swimsuits.
- Glitzy, over-the-top outfits are not appropriate. Choose outfits that are off-the-rack and reflect a theme.
- Age-appropriate makeup is allowed for all age divisions.



SCAN TO SEE EXAMPLES AND LEARN MORE!



OPTIONAL CONTEST

DREAM MODEL

AVAILABLE TO ALL AGE GROUPS

ABOUT

Enter BOTH the Photogenic and Casual Wear contests to be eligible for the prestigious title of DREAM MODEL.

THE FACTS

- Entry Fee: \$50
- Must also enter both Photogenic and Casual Wear Modeling Optional Contests.

THE PRIZES

Winner:

- Featured in *The iam Dream* digital magazine
- Exclusive Golden Ticket Award Invitation to The National Competition
- Award

First Runner-Up:

- Exclusive Golden Ticket Award Invitation to The National Competition

SCORING

- The contestant with the highest combined score in the Photogenic and Casual Wear optional contest who also paid the \$50 entry fee will become the Dream Model.



OPTIONAL CONTEST

ACTRESS

AVAILABLE TO ALL AGE GROUPS

ABOUT

Have you ever dreamed of being an actress? Well, here is your chance to give it a try by delivering a commercial in front of the audience.

THE FACTS

- Entry Fee: \$100 per entry
- Entry Limit: 2 (You may enter this competition two times if you wish, and each entry will be scored separately, giving you two chances to win.) One entry is two "takes" of the same commercial. Two entries, you will select two different commercials. You will do two "takes" of each commercial.

THE PRIZES

Winner:

- Exclusive Golden Ticket Award Invitation to The National Competition
- Entry fee paid for the National Actress contest (\$175 value)
- Award

4 Runners-Up:

- Exclusive Golden Ticket Award Invitation to The National Competition

All Participants Receive:

- A collector's Actress participation ribbon

FORMAT

- You will take your mark at the microphone and adjust the microphone as instructed.
- You will then be asked to "slate," which is when you will say just your first and last name.
- The emcee will cue you with "Action" to begin and with "cut" when you are finished.
- You will get two "takes". The emcee will say "for your second take, action" and you will deliver the same commercial again.
- The selection committee will score the one they like the best.

SCORING

- The selection committee will evaluate your acting technique, personality, and confidence when delivering your commercial.
- You will receive one score for the "take" the selection committee liked best.

YOU BRING

- Production Number T-Shirt, which will be available for purchase during Pageant Weekend.
- Actress Form (downloaded from your state pageant website), which will be submitted at Pageant Check-In and used by our staff during the contest.

NAM PROVIDES

- Stage, emcee, microphone, mic stand.

RULES

- Attire is the official National American Miss production number t-shirt, worn with your own blue jeans. White tennis shoes for Princess, Jr. Pre-Teen, and Pre-Teen Age Divisions. Any shoe type for Jr. Teen, Teen, Miss, and Elite Age Divisions.
- You must choose from one of the actress commercial line options that National American Miss provides below.
- No noticeable deviations from the script and script must be memorized.
- No props.
- Age-appropriate makeup is allowed for all age divisions.

ACTRESS LINES: CHOOSE FROM ONE OF THE LINES BELOW

Princess, Jr. Pre-Teen and Pre-Teen:

- Fruit Roll-Ups aren't just a snack, they're an adventure in every bite. Roll it, stretch it, twist it... make it yours. Who knew fruit could be fun?
- Stack, snap, and create! LEGO lets you turn your ideas into real adventures.... it's all up to you! What will you create?
- With Evereden skin care, my face basically does TikTok dances now. Glow check: 100%. Vibe check: queen energy. Mood: unstoppable.

Jr. Teen, Teen, Miss, and Elite:

- Why wait for tomorrow when Amazon Prime can get it to you today? I just blinked and my package was here. Magic? Maybe. Fast? Definitely.
- Nothing kickstarts my day like Dunkin'. One iced coffee, one donut, and suddenly I'm unstoppable. Runs on Dunkin'? More like lives on Dunkin'.
- 1 spritz, 2 wipes, 3 times the points! With Sephora's Loyalty Program you get points, perks, and radiant skin! Every haul just got better!



SCAN TO SEE EXAMPLES AND LEARN MORE!



OPTIONAL CONTEST

TALENT

AVAILABLE TO ALL AGE GROUPS

ABOUT

This is your opportunity to share your talent, on stage, in front of a LIVE audience.

THE FACTS

- Entry Fee: \$150 per entry
- Entry Limit: 2 (You may enter this competition two times if you wish, and each entry will be scored separately, giving you two chances to win)

THE PRIZES

Winner:

- Exclusive Golden Ticket Award Invitation to The National Competition
- Entry fee paid for the National Talent contest (\$175 value)
- Award

4 Runners-Up:

- Exclusive Golden Ticket Award Invitation to The National Competition

All Participants Receive:

- A collector's Talent participation ribbon

FORMAT

- The stage size is a minimum of 12' x 24'.

SCORING

- The selection committee will be scoring your talent on skill level, performance ability, and overall performance.

YOU BRING

- Music in flash drive format (which will be returned to you after the competition). Bring your music on two separate flash drives.
- Talent Form (downloaded from your state pageant website), which will be submitted at Pageant Check-In and used by our staff during the contest.

NAM PROVIDES

- Audio operator, hand-held microphone, wireless microphone, mic stand, emcee, stage
- Piano is subject to availability – contact your State Director's office.

RULES

- **Time limit is 2 minutes.**
- Music must be on a flash drive. Bring your music on two separate flash drives. Electronic devices (laptops, phones, etc.) will **NOT** be accepted.
- Only live, solo talents.
- No suspended gymnastic apparatuses.
- May not engage in a talent that may increase the hotel liability or pose a safety or health hazard issue to anyone, such as archery or fire.
- If you choose to use props or instruments, you are responsible for carrying on/off and set up of your own props and instruments.
- For gymnastic or tumbling routines, mats must be used and furnished by contestant. The mats must be brought on and off the stage by the contestant's family members.
- If drums, karate blocks, or props are used, the contestant's family is responsible for bringing them on and off stage.
- Age-appropriate makeup is allowed for all age divisions.



SCAN TO SEE EXAMPLES AND LEARN MORE!



OPTIONAL CONTEST

SPOKESMODEL

AVAILABLE TO ALL AGE GROUPS



ABOUT

If you have ever thought about being a broadcast journalist, spokesperson, or politician, or if you are passionate about a meaningful topic, this competition is for you! Dressed in an interview-style outfit, you will deliver a presentation on any topic of your choice from the podium, as long as you stay within the 1.5-minute time limit. Examples are: "If I Had a Superpower," "How I Make a Difference," "The Importance of Mental Health," or "Making an Impact in Your Community." While these can serve as inspiration, you are free to choose any topic that resonates with you!

THE FACTS

- Entry Fee: \$100 per entry
- Entry Limit: 2 (You may enter this competition two times, and each entry will be scored separately, giving you two chances to win.)

THE PRIZES

Winner:

- Exclusive Golden Ticket Award Invitation to The National Competition
- Entry fee paid for the National Spokesmodel contest in Orlando, FL (\$175 value)
- Award

4 Runners-Up:

- Exclusive Golden Ticket Award Invitation to The National Competition

All Participants Receive:

- A collector's Spokesmodel participation ribbon

FORMAT

- You will enter the stage as instructed. The emcee will be reading about you as upbeat music plays in the background and you head to the podium. Once you are at the podium, a pageant staff member will have already placed a copy of your speech at the podium for you. When finished, smile, and exit the stage.

SCORING

- The selection committee will be scoring the delivery of your speech, use of grammar, content, and your ability to captivate both their eyes and ears.

YOU BRING

- Interview-style outfit to wear for this contest.
- A neatly-printed copy of your speech, which you will submit at Pageant Check-In.
- Spokesmodel Form (downloaded from your state pageant website), which will be submitted at Pageant Check-In and used by our staff during the contest.

NAM PROVIDES

- Stage, emcee, microphone, podium

RULES

- Time Limit: 90 seconds
- Age-appropriate makeup is allowed for all age divisions.

SCAN TO SEE EXAMPLES
AND LEARN MORE!



OPTIONAL CONTEST

TOP MODEL SEARCH

AVAILABLE TO ALL AGE GROUPS



ABOUT

Step onto the set of a professional editorial photo shoot in this exciting and dynamic competition. You'll work with experienced industry experts who will guide you through the process, giving you firsthand insight into the world of professional modeling. From posing techniques to camera presence, you'll gain valuable experience that mirrors a real editorial shoot. **Bonus!** You'll receive all the high-quality images captured by the photographer—perfect for building or enhancing your modeling portfolio!

THE FACTS

- Entry fee: \$150 per entry
- Entry Limit: 2 (You may enter this competition two times if you wish, and each entry will be scored separately, giving you two chances to win.)

THE PRIZES

Winner:

- Exclusive Golden Ticket Award Invitation to The National Competition
- Entry fee paid for the National Top Model Search contest (\$175 value)
- Award

4 Runners-Up:

- Exclusive Golden Ticket Award Invitation to The National Competition

All Participants Receive:

- Photos taken by the photographer during this contest (delivered via download link 2 weeks after the pageant)
- A collector's Top Model participation ribbon

FORMAT

- You will enter the photo shoot set and be greeted by the photographer.
- This is a timed photo shoot. During Pageant Check-in, you will be assigned a time for your photo shoot.
- Have some fun poses in mind and if you need help, the photographer will guide you so you can learn what it's like to work during a professional photo shoot. However, please come with some poses in mind! You will be scored on how well you work with the photographer and the resulting photos.
- Photos from your photo shoot will be digitally sent to you within 2 weeks of the pageant.
- Backdrop color of photo shoot varies each year.
- This contest is closed and there is no audience allowed in the photo studio.

SCORING

- A selection committee will be observing your modeling ability, personality, and ability to take direction.

YOU BRING

- Wear a fun, age-appropriate outfit of your choosing: dressy, casual, sporty, etc. It's up to you! Only one outfit per entry.
- No swimsuits and the outfit should not be revealing or too mature for your age.
- Age-appropriate makeup is allowed for all age divisions.

NAM PROVIDES

- Photographer, Photo Shoot Set

RULES

- No swimsuits
- Age-appropriate makeup is allowed for all age divisions.



SCAN TO SEE EXAMPLES AND LEARN MORE!



OPTIONAL CONTEST

ASPIRING AUTHOR

AVAILABLE TO ALL AGE GROUPS

ABOUT

We are so excited to announce the Aspiring Author Award! NAM is all about teaching life skills, and if you dream of being a published author, journalist, or you just want your story to be heard, this is the contest for you. Now is your chance to be an official published author and write for *The iam Dream Magazine*!

THE FACTS

- \$50 per entry
- 250 word limit
- May enter up to two times and each entry will be judged separately.
- You will bring a printed copy of your essay to Pageant Check-In

OPTIONAL CONTEST

FUN FITNESS

AVAILABLE TO ALL AGE GROUPS

ABOUT

This exciting event is a high-energy contest that not only shows off your modeling skills, but also promotes health and fitness. You will model an age-appropriate athletic outfit.

THE FACTS

- Entry Fee: \$100 per entry
- Entry Limit: 2 (You may enter this competition two times if you wish, and each entry will be scored separately.)

THE PRIZES

Winner:

- Award and Exclusive Golden Ticket Award Invitation to The National Competition in Orlando, FL
- Entry fee paid for the National Fun Fitness contest in Orlando, FL (\$175 value)

4 Runners-Up:

- Exclusive Golden Ticket Award Invitation to The National Competition in Orlando, FL

FORMAT - WALKING PATTERN:

1. Enter from stage right and stop at the first X.
2. Walk to the center (at front of the stage) and pause/pose.
3. Walk to the front of the stage and do either a one-arm strong pose or a two-arm strong pose.
4. Walk back to the center (at the back of the stage) and do a quick pause/pose.
5. Walk to the left of the stage and do a pose; then exit stage left.

You must follow the pattern provided. Please, no embellishments. Tumbling of any sort is not permitted.

SCORING

- A selection committee will be scoring fitness, personality, confidence, and stage presence.



CHOOSE FROM THESE TOPICS:

- How NAM Has Impacted My Life
- My Pageant Story
- It's More Than A Pageant
- Subject of your choice: Fiction or Non-Fiction

THE PRIZES

Winner:

- Exclusive Golden Ticket Award Invitation to The National Competition in Orlando, FL
- An award presented on stage
- Free Aspiring Author Award entry to participate in The iam Convention this year at Nationals in Orlando, FL
- Excerpt featured in an issue of *The iam Dream Magazine*.

First Runner-Up:

- Exclusive Invitation to the National Competition in Orlando, FL



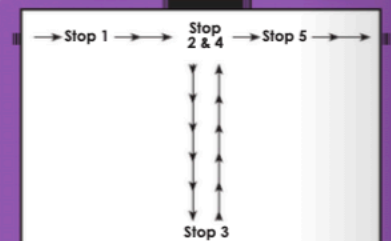
YOU BRING

- Fun Fitness Outfit, which you will wear during the contest.
- Fun Fitness Form (downloaded from your state pageant website), which will be submitted at Pageant Check-In and used by our staff during the contest.

RULES

- An age-appropriate activewear, sportswear, or workout type outfit.
- **Princess, Jr. Pre-Teen, Pre-Teen:** Leggings, shorts, tennis skirt, athletic skort, athletic dress, sportswear, or an athletic top that extends to just above the waistline or longer is acceptable. **No sports bras, crop tops, bikinis, or swimsuits.**
- **Jr. Teen, Teen, Miss, Elite:** Leggings, shorts, tennis skirt, athletic skort, athletic dress, sportswear, or age-appropriate tops are acceptable. **No sports bras, bikinis, or swimsuits.**
- Makeup is allowed for all age divisions, as long as it is keeping in theme with the contest and is age appropriate.

ON-STAGE WALKING PATTERN FOR FUN FITNESS



Audience