

Mouth of the South (MOTS)



history of winners

2023 AAF Northeast Tennessee
2022 AAF Dothan
2021 AAF North Alabama
2019 AAF Northeast Tennessee
2018 AAF Memphis
2017 AAF Northeast Tennessee
2016 AAF North Alabama
2015 AAF Baton Rouge
2014 AAF Birmingham
2013 AAF Birmingham
2012 AAF Mississippi Gulf Coast
2011 AAF Nashville
2010 AAF Baton Rouge
2009 AAF Baton Rouge
2008 AAF Chattanooga
2007 AAF Mississippi Gulf Coast
2006 Mississippi Gulf Coast Advertising Fed/
Advertising Club of New Orleans
2005 Birmingham Advertising Federation
2004 Mississippi Gulf Coast Advertising Fed
2003 Mississippi Gulf Coast Advertising Fed
2002 AAF Baton Rouge
2001 Acadiana Advertising Federation
2000 AAF Baton Rouge
1999 Acadiana Advertising Federation
1998 Acadiana Advertising Federation
1997 AAF Baton Rouge
1996 Chattanooga Advertising Federation
1995 Jackson Advertising Federation
1994 Memphis Advertising Federation
1993 AAF Baton Rouge
1992 Advertising Federation of Greater Mobile
1991 Huntsville Advertising Federation
1990 AAF Baton Rouge
1989 Memphis Advertising Federation
1988 Memphis Advertising Federation
1987 Huntsville Advertising Federation
1986 Golden Triangle Advertising Federation
1985 Advertising Club of New Orleans

Since 1985, this epic event has been the highlight of our annual Leadership Conference. Mouth of the South is a wild, “almost anything goes” battle of showmanship and creativity where clubs compete for the coveted title. The rules are simple but serious – let the best performance win!

title selection & eligibility

HOST CLUB REQUIREMENT:

The host club cannot win but must perform as the opening act to earn COTY points.

CULTURAL APPROPRIATENESS:

Performances must be culturally appropriate. The D7 Executive Committee can stop any non-compliant performance and the club will be declared ineligible.

SONG RESERVATIONS:

Each club can reserve one exclusive song title. Song parts can be shared unless it's a reserved title. Reserve songs through the host club's designated person; first come, first served. Multiple song segments can be used. Original lyrics and music recordings are allowed.

TIME LIMIT:

Performances are limited to 5 minutes. The official timekeeper will stop performances that exceed this limit.

INTRODUCTION:

A spoken introduction (max 30 seconds) is permitted before each presentation. It must be live and can be delivered by the emcee or a club representative. No music during the intro unless it's included in the 5-minute performance.

PERFORMANCE ORDER:

Performance order is determined by a random draw before noon on competition day, with a club representative present.

MUSIC SUBMISSION:

Each club must provide their music in the requested format to the host club during the order drawing. Bring a backup copy on a sharable device.

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stage + lighting

- Host club will provide stage dimensions and lighting info. A schematic drawing of the stage should be included, if possible.
- Dressing areas will be provided by the host club.
- A staging area for the next performers will be set up behind or beside the stage, obscured from the audience, if possible.
- Competing clubs can bring additional lighting, effects, or props.
- All performance elements, except recorded music, must be live. No digital visuals.

voting

- Voting is limited to clubs registered for the conference and in good standing with AAF District 7.
- Each club with at least one fully-registered attendee receives one standard ballot.
- Vote "1" for first place, "2" for second, and "3" for third. Consider lip syncing, creativity, and performance when voting.
- Votes are tabulated by the host club chair and a designated District officer. Winners are the top three vote-getters. In the case of a tie, the clubs will compete in a dance-off which will be voted on by crowd favorite.