

YOUTELL AG AMATEUR VIDEOGRAPHY CONTEST GUIDELINES

Designed and added in 2013, the YouTell Ag Amateur Videography Contest is designed to provide participants the opportunity to enlighten other producers and the general public on methods of production and issues facing today's farmers. Videos should be between 2-3 minutes in total length. Counties which participate by having a current YF&R member in good standing submit a video to the contest will be eligible to receive 10 points on their YF&R County Awards of Excellence application.

A state winner will be selected and announced at State Convention in December. The county submitting the winning video will receive a \$250 cash award.

Tennessee Farm Bureau reserves the right to use any district winning submissions for promotional and informational purposes, with the application serving as permission of the contestant who submitted the video recording.

Guidelines for this contest are as follows:

1. Videos must be unpublished (not yet posted to YouTube, Facebook, or any other media, etc.) at the time of submission.
2. Videos may be recorded by cell phone, iPad, iPhone, etc. and should be no longer than three minutes in total length.
3. Topic of the video submitted should be relevant to production agriculture, production methods, product use, farm safety or issues farmers face within the state of Tennessee.
4. Videos are to be positive and must avoid negative comments toward any product, group, individual, etc.
5. The intended audience for the videos should be the general public.
6. Video must contain only original work of the county. Therefore, **no** materials from another source that are subject to copyright or trademark protection (such as music or logos) are to be included.
7. Only county YF&R members and their immediate family members may appear in the video.
8. Filming locations shown in the video must be owned or leased by the contestant submitting video or his or her immediate family.
9. Videos should be submitted by email to Amy Beckham at abeckham@tfbf.com by November 1st.
10. Amateur editing only – no professionally edited video accepted.

*These guidelines and requirements are for the protection of applicants, Young Farmers & Ranchers, TFBF and all involved.

Evaluation and Selection of Winners:

1. Winners will be selected by a panel of judges.
2. Judges will select a winner based on:
 - A. 50% content quality and relevance to current agricultural production
 - B. 20% entertainment and ability to captivate an audience
 - C. 15% ability to educate the general public
 - D. 15% video and audio quality
3. Winners will be announced at the State Convention.