

Video Reel Contest

The purpose of the Video Reel contest is for youth to display their creativity by designing a short, 7-30 second video reel promoting the 4-H/FFA Beef Project. By submitting a video reel as part of this contest, youth are giving permission to have their video reel shared on UT Youth Livestock Social Media platforms.

- 1) Youth are encouraged to highlight their favorite part of the beef project. This could be feeding, showing, skillathon, etc. Think of this as a promotional tool to get other youth excited about the beef project.
- 2) Reels should be creative as well as informative.
- 3) Youth should feel free to use their favorite social media platform to record their reel. Those youth who do not have access to social media applications can record their video reel using a phone or digital camera. Regardless of how the reel is recorded, it should be saved to the camera roll and then uploaded using the below link.
- 4) Judging criteria will consist of:
 - Clear message
 - Clever verbiage
 - Clear, easy to understand voice
 - Eye-catching appeal
 - Originality/creativity
 - Promotion of the beef project
 - Effective and appropriate length
 - Short and quick to the point
 - Overall effectiveness
- 5) All entries must be submitted **by July 1** using the submission link below.
 - https://utk.co1.qualtrics.com/jfe/form/SV_bPoK3PDpSfGQLrg
- 6) Entries must be 7-30 seconds long.
- 7) Youth are allowed to enter only one video reel entry.
- 8) Animal exhibition in Beef Expo is not required to participate in this contest.
- 9) Cash prizes for winners provided by the Developing Champion Youth Endowment.

Contact Aaron Fisher (afisher3@utk.edu; 865-974-7260) with any questions.