



#SPEAKAG STATE SHOWCASE

Updated 9/22

Description:

Create a **1:00 to 2:30** minute digital promotion showcasing agriculture in your state. This national event will be submitted and judged virtually. All submissions will be featured at the National FFA Convention and Expo, and winners will be recognized during a session.

Objective:

Create a video that highlights agriculture in your state.

Suggestions:

- Showcase top commodities
- Showcase the variety of agriculture (row crops, cattle ranches, forestry, etc.)
- Highlight successful FFA members, their supervised agricultural experiences (SAEs), and their impact on your state
- Highlight agriculture-based careers in your state and their economic impact

Event Information:

- Videos will be due to National FFA by Monday, Oct. 3, for virtual scoring
- Videos will be featured throughout the National FFA Convention and Expo
- Winner(s) will receive banners for the chapter

Eligibility

- No submission limits per state in 2022
- Participants must be active FFA Members
- There is no minimum or maximum number of members that can participate in the program

Competencies

By participating in this activity students will have the *potential* to:

- Demonstrate effective written and oral communication skills.
- Demonstrate critical thinking skills to make decisions and to solve problems.
- Demonstrate professionalism and ethical behavior.
- Demonstrate effective leadership and teamwork skills.
- Conduct accurate research using various resources and methods.
- Demonstrate appropriate technology concepts and digital citizenship.
- Demonstrate knowledge of employability skills.
- Develop products using creativity and innovation.
- Demonstrate skills needed to function effectively in today's global economy.
- Perform mathematical calculations.

Event Specific Skills:

- Develop a project plan and timeline.
- Apply problem-solving techniques.
- Evaluate and delegate responsibilities needed to perform required tasks.
- Demonstrate teamwork skills needed to function in a business setting.
- Demonstrate knowledge of multimedia and promotion.
- Demonstrate utilization of various audio and video software applications.
- Demonstrate knowledge of graphic design, including color, animation, audio, and video.

Specifications

- Participants must include the [FFA logo](#) in the video.
- All text/graphic materials must follow the organization's [Brand Guidelines](#) and properly use the logo and/or organization's name. (Refer to the [Brand Guidelines](#) on the [Media Center webpage](#).)

Must include the following:

- Three (3) state-based agriculture facts or statements
- Non-copyright protected music
- At least one (1) narration (can be on or off camera)
- Will be judged on creativity, knowledge of agriculture and state representation
- Can include:
 - Videos
 - Still photographs
 - Members in action
 - Computer presentation
 - Video
 - Combination of varied media
 - Drawing for gift basket or state product(s)
- [Copyright and Fair Use Guidelines](#) apply. You may *not* use any words, diagrams, clipart and/or artwork that are not public domain. Copyrighted materials other than the National FFA logo, name, and tagline may *not* be used without written permission. A permission letter must accompany the video at time of submission.
- No registered trademarks or names may be used unless with written permission. This is to comply with state and federal copyright laws. Although a work may be freely accessible on the Internet and contain no copyright statement, copyright law protects such works.
 - Contestants must assume that works are protected by copyright until they learn otherwise.
 - Contestant(s) will be DISQUALIFIED for violations of the Copyright Law
 - Written permission can include permission given on official letterhead
- Projects will be uploaded to a video/file sharing site TBD.
- Submit no later than 11:59 p.m. EDT, on Oct. 3.
- Completed final product dimensions should be **at least** 720 x 480 resolution.

Method of Evaluation

- Video – [submit video here](#)
- Judges' Rating Sheet
- Fan Voting recognition via FFA convention mobile app

VIRTUAL HALL OF STATES

Scoring Rubric

Judge Number _____

State _____

| Copyright | |
|--|---|
| Team Violated the Copyright and/or Fair Use Guidelines | Yes (Disqualification) <input type="checkbox"/> No |
| If yes, please stop scoring and provide a brief reason for the disqualification: | |

| Items to Evaluate | Below Average | Average | Good | Excellent | Points Awarded |
|---|------------------|-----------------|-----------------|------------------|----------------|
| Production Layout | 1-5 | 6-10 | 11-15 | 16-20 | |
| Visual organization is easily understood | | | | | |
| Aesthetic use of colors and fonts | | | | | |
| Consistent format | | | | | |
| Graphics/Media Use | 1-5 | 6-10 | 11-15 | 16-20 | |
| Enhances assigned topic | | | | | |
| Creativity | | | | | |
| Originality of graphics | | | | | |
| Effective use of innovative technology (may include animations) | | | | | |
| Use of transitions and continuity must exist in the production | | | | | |
| Content | 1-5 | 6-10 | 11-15 | 16-20 | |
| Depth of research | | | | | |
| Aligns to topic | | | | | |
| Effectiveness | | | | | |
| Supports task and influences audience | | | | | |
| Grammar, Spelling, Punctuation, and Usage | 0 (3+ errors) | 5 (2 errors) | 10 (1 error) | 15 (0 errors) | |
| TECHNICAL SCORE (255 points maximum) | | | | | |



| SPECIFICATION POINTS: All points or none per item are awarded. | Points Available | Points Awarded |
|---|-------------------------|-----------------------|
| Submitted required documentation, if applicable. | 10 | |
| Adhered to time specifications of 1:00 minute to 2:30 minutes. | 10 | |
| Video has graphics and voice over/on-camera stand-up. | 10 | |
| Adhered to specified dimensions of at least 720 x 480 resolution. | 10 | |
| Conformed to National FFA brand standards. | 10 | |
| TOTAL SPECIFICATION POINTS (50 points maximum) | | |
| TOTAL TECHNICAL SCORE (255 points maximum) | | |
| TOTAL SCORE (305 points maximum) | | |

TOTAL MAXIMUM POINTS =305

