



#SPEAKAG STATE SHOWCASE

Updated 3/25

Description:

Create a **1:00 to 2:00-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 & Expo, and winners will be recognized during a Student Showcase stage session.

Objective:

Create a video that highlights agriculture in your state.

Suggestions:

- Showcase top commodities
- Showcase the variety of agriculture (row crops, livestock production, forestry, etc.)
- Highlight successful FFA members, their Supervised Agricultural Experiences (SAEs), and their impact on your state
- Highlight agricultural-based careers in your state and their economic impact

Event Information:

- Videos will be due to National FFA by **Wednesday, Oct. 1**, for virtual scoring, upload [here](#).
- Videos will be featured throughout the National FFA Convention & Expo
- Winner(s) will receive banners for the chapter
- All entries will be given the opportunity to present their video on the Student Showcase Stage

Eligibility

- No submission limits per state in 2025
- Participants must be active FFA members
- There is no minimum or maximum number of members that can participate in the program
- One entry per chapter
- Improperly titled entries will not be scored (see below)

Competencies

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

- **Compose** clear and effective written and oral communication.
- **Evaluate** information and arguments to make informed decisions and solve complex problems.
- **Exhibit** professionalism and ethical decision-making in various settings.
- **Apply** leadership principles and collaborate effectively in team environments.
- **Conduct** thorough research utilizing diverse resources and methodologies.
- **Utilize** technology proficiently while practicing responsible digital citizenship.
- **Analyze** and demonstrate an understanding of essential employability skills.
- **Create** innovative products through the application of creativity and problem-solving.
- **Adapt** and apply skills necessary for success in a global economy.

- **Execute** accurate mathematical calculations in practical applications.

Event Specific Skills:

- Develop a project plan and timeline.
- Apply problem-solving techniques.
- Evaluate and delegate responsibilities needed to perform required tasks.
- Collaborate effectively within a business environment to achieve team goals.
- Analyze and apply multimedia principles in promotional strategies.
- Utilize and integrate various audio and video software applications for professional use.
- Design and develop visual content incorporating principles of graphic design, including color, animation, audio and video.

Specifications

- Must properly use the logo and/or organization's name. (Refer to the [Brand Guidelines](#) on the [Media Center webpage](#).)

Must include the following:

- Three state-based agriculture facts or statements
 - Non-copyright-protected music
 - At least one narration (can be on or off camera)
 - Participants must include the [FFA logo](#) in the video.
 - Will be judged on creativity, knowledge of agriculture and state representation.
- Should include at least one of the following:
 - Videos
 - Still photographs.
 - Members in action
 - Computer presentation
 - Combination of varied media
- [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 the time of submission. Additionally, members should abide by [National FFA AI policy](#).
- 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. (For example, if using the Farm Bureau logo, provide a letter from the Farm Bureau that you received permission to use it in your production.)
 - 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 [here](#). (Please title all entries: **YourChapter YourState #SpeakAg Showcase** – example: **PryorFFA OK #SpeakAg Showcase** – projects not named properly will not be scored; Support documents should be combined into one PDF and [uploaded](#) with the video.
- Submit no later than **11:59 p.m. EDT, on October 1** – submit [here](#).
- Completed final product dimensions should be **at least** 720 x 480 resolution
- .mov or .mp4 format – NOTE: imovies will not be accepted

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Scoring Rubric

Judge Number _____

Entry Name _____

Required Elements (If any questions below are checked NO, stop scoring and assign a TOTAL score of 0)

Team followed topic

☐ Y | ☐ N

Team followed Copyright and/or Fair Use Guidelines

☐ Y | ☐ N

If no to either question, please stop scoring and provide a brief reason for the *disqualification*:

Items to Evaluate	Below Average	Average	Good	Excellent	Points Awarded
	1-5	6-10	11-15	16-20	
Creativity and originality of content	Hard to understand, and one cannot follow. No creativity was used.	Hard to understand. Little creativity was used.	Easy to understand, and most elements are clearly communicated. Some creativity was used.	The PSA is easy to understand, and all elements are clear. Creativity was used.	
Developed and portrayed topic	Content is confusing or contains more than one factual error.	The content is generally accurate, but one piece of information is clearly inaccurate.	Most of the content is accurate, but there is one piece of information that seems inaccurate.	All content is accurate. There are no factual errors.	
Effectiveness of video message	Fails to deliver a clear message or is difficult to follow.	Somewhat unclear or weak in delivery.	Delivers a clear message, but it could be more engaging.	Strongly delivers a clear and compelling message that is easy to understand.	
Production value (includes music, video quality, transitions, mood)	Poor production quality makes the video difficult to watch or understand.	The video has noticeable problems with lighting, sound, or editing that impact quality.	The video has good lighting, sound, and editing, but minor issues exist.	The video has excellent lighting, sound, and editing. It looks polished and professional.	
Influences audience	Does not engage or influence the audience.	Somewhat engages the audience but does not leave a lasting impact.	Engages the audience but lacks a strong impact.	Effectively persuades or informs the audience.	
TECHNICAL POINTS (100 points maximum)					

Required Elements (All or no points awarded in this area)			Points awarded
Three state-based ag facts or statements	<input type="checkbox"/> Y <input type="checkbox"/> N	10	
Narration (on or off camera)	<input type="checkbox"/> Y <input type="checkbox"/> N	10	
Production free of typos	<input type="checkbox"/> Y <input type="checkbox"/> N	10	
Adhered to time specifications of 1:00 minute to 2:00 minutes	<input type="checkbox"/> Y <input type="checkbox"/> N	10	
Video has graphics	<input type="checkbox"/> Y <input type="checkbox"/> N	10	
TOTAL TECHNICAL POINTS (100 points maximum)			
TOTAL REQUIRED ELEMENTS SCORE (50 points maximum)			
TOTAL SCORE (150 points maximum)			