



#SPEAKAG STATE SHOWCASE

Updated 2/24

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 & 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 **Wednesday, Sept. 25**, for virtual scoring
- Videos will be featured throughout the National FFA Convention and 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 2024
- 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:

- 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.
- 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)
 - 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 [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 emailed to advocacy@ffa.org)
- Submit no later than 11:59 p.m. EDT, on Sept. 25.
- Completed final product dimensions should be **at least** 720 x 480 resolution
- .mov or .mp4 format

Method of Evaluation

- Video
- Judges' Rating Sheet

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Scoring Rubric

Judge Number _____

State _____

Copyright

Team Violated the Copyright and/or Fair Use Guidelines

Yes (Disqualification) ☐
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

