



AFGC National Video Competition

The American Forage and Grassland Council (AFGC) Annual Conference is a national event taking place in a different location every year across the USA. During the annual conference several competitions are held to recognize and engage AFGC members. In the AFGC Video Competition we ask participants to tell the story of forage-based agriculture and the people who work to provide the products we enjoy.

Description:

In a short video, we are asking participants to answer at least one of the following questions:

- If you could share one thing about agriculture and natural resources to the general public what would it be?
- What one aspect of agriculture and natural resources means the most to you?
- When you think about agriculture and natural resources what is the one thing you want others to know – or want to talk about?
- What forages and/or forage management means to me?

Potential Video Themes:

“Where would we be without forages and grassland?”

“How do you support the forage and grassland industry?”

“How do you use technology for forages and grassland?”

“What are forages and grassland?”

Eligibility:

- 18 or older
- AFGC Member in good standing

How to enter:

- Videos must be no more than four (4) minutes in length, including credits. Videos over 4 minutes will be disqualified.
- Avoid the illegal use of copyrighted materials, videos containing profanity or other inappropriate content (this includes music lyrics) will be disqualified.
- Participants must visit the site **www. AFGC.org** during the Entry Period and follow the onscreen instructions.
- By submitting an entry, you confirm that you have the right, including any required permission of individuals depicted in the video, to publicly display the video. You also confirm that you have the right to incorporate into your video and publicly perform any music accompaniment in the video.

All videos must be submitted by the original owner or creator of the video. Entrant must hold all rights to the submission, including the copyright. The submission may not have been previously published, exhibited, displayed, submitted, distributed or aired and may not be pending publication. The video must include the AFGC logo.

Entries can be submitted by uploading to the following Dropbox folder...

Winner selection:

You will be judged on the following qualifications:

- Video length of no more than four (4) minutes
- Less than 25MB in size
- YouTube compatible format
- No copyright violations
- Original content and creativity
- Accuracy of technical content and communication of that content to the proper audience
- Presentation quality

All submissions must have met all rules and timelines in order to be considered. Judging is based on the criteria set forth below:

1. Overall Message	25
2. Professionalism	25
3. Commitment to Theme	25
4. Entertainment Value/Creativity	25
Total	100 pts.

Judging

Entries will be judged on the basis of creativity, videography quality, and innovation. Entries that fail to comply with the Official Contest Rules will be disqualified.

Prizes:

Two prizes will be awarded:

- First prize – \$500
- Second prize – \$250

The AFGC Conference Video Contest opens in August and the period for entering the contest ends in November. At the end of the entry period, a panel will select the finalists and announce winners with the first official showing of the video occurring at the AFGC Annual Conference. Judging criteria will include quality, content, and creativity - make your video as fun and unique as possible!

The AFGC Video Competition is proudly sponsored by Gallagher's Passion for Pasture program!
www.PassionForPasture.com.



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