

AMERICAN GUERNSEY ASSOCIATION YOUTH VIDEO CONTEST

Rules and Regulations

I. Eligibility

- 1) To be eligible to compete for the Youth Video Contest, the contestant must be a youth member of the American Guernsey Association.

The contest is divided into three age divisions and a State division:

Senior Division

Born between and including Jan. 1, 1996 – Dec. 31, 1998

Intermediate Division

Born between and including Jan. 1, 1999 – Dec. 31, 2002

Junior Division

Born between and including Jan. 1, 2003 – Dec. 31, 2007

State Division

Must include at least five (5) Guernsey Youth of any age

- 2) All videos must adhere to the proper length and video guidelines as indicated below.
- 3) **Contestants in the Youth Video Contest will be required to submit three copies of their video for review by the judges by June 1, 2017.**
- 4) Contestants will be allowed to participate in their age division until they have won that division twice and then they may move up to an older age category.
- 5) Contestants do not need to be present to compete.
- 6) After submission, the AGA retains ownership of the video and reserves the right to utilize video for promotional items for the Guernsey Breed.

II. Subject

Contestants may choose any subject pertaining to Guernsey cattle and the Dairy Industry. For subject matter, we encourage the exploration and understanding of any and all entities of the dairy industries with emphasizes on the Guernsey's role. Current policies, affairs and trends in the industry are suitable topics.

State Division: Describe a way in which you promote the Guernsey breed within your state. Activities, Sales, Fundraisers, Etc.

III. Time Limit

In the Senior Division, each video shall be a minimum of six minutes and a maximum of eight minutes. In the Intermediate Division, each video shall be a minimum of five minutes and a maximum of seven minutes. In the Junior Division, each video shall be a minimum of three minutes and a maximum of five minutes. In the State Division, each video should be a minimum of ten and a maximum of twelve minutes in length. Deductions of 20 points per minute will be made from the score of each judge for videos that are under or over the time limit in length.

IV. Methods of Selecting Winners

- 1) The Youth Committee will be in charge of the contest. Competent and impartial judges will be selected by the committee to judge the contest.
- 2) A contestant will be judged based on their ability to answer the question completely and relevantly, using proper grammar and quality video throughout. Creativity is always welcome as long as the response answers the proposed topic question
- 3) The essays must be the original work of the contestant and will be penalized if they include information that is not cited or their own
- 4) Each of the judges will be furnished with a digital copy of the contestants' video.
- 5) When all videos have been received by the deadline, each judge will score the videos based on the content of the video and guidelines for filming. Contestants will be ranked in numerical order on the basis of the final score to be determined by each judge.

V. Awards

Awards will be given to the top three individuals in each division

Part I. For Scoring the Contest

I. Content Includes: 70 points

- Importance and Appropriateness of Subject
- Suitability of the Material
- Accuracy of the Statements
- Evidence of Purpose
- Organization of the Content
- Logical Development
- Language Used
- Accomplishment of Purpose – Conclusions

II. General Effect Includes: 15 points

Extent to which the video was interesting, understandable, well composed, creative and topic relevant

Part II. For Scoring the Filming

I. Filming Includes: 15 points

- Proper length for each division as determined above
- Quality of video produced (see video guidelines)

VIDEO GUIDELINES

Use the following guidelines when preparing videos to submit with your AGA video contest entry.

- Applicants may seek advice on how to edit videos. However, professional editing services are not permitted.
- When filming your video, here's some advice to avoid problems which may have a negative impact on your final product:
 - Film in an area with good lighting.
 - Be very aware of background noises – vehicles, farm equipment, birds, etc. Avoid filming near roadways, in barnyards, or other areas where you are likely to incur a lot of background noise.
 - Be very aware of wind noise – while you may not hear it while you're filming, most video cameras are very sensitive to picking up wind noise, and it can completely ruin your video. The safest bet is to find an area where there is very little to no breeze, film inside or film on a very calm day. Almost nothing can be done in the editing process to remove wind noise.
 - Speak loud and clear so the camera picks up your voice well and viewers won't have to strain to listen. Remember, your voice competes with any background noise that may be present.
 - Have fun and be creative!
- Save the three video files in one of the following preferred formats: .mp4, .avi, .mov, or .mpg.
- When burning a DVD from your computer, save it as a data disc, rather than creating a DVD movie with a title menu (such as what would be played in a DVD player). When the disc is inserted in a computer, a viewer should be able to open it, individually select the file and open it in a media player of choice, such as Windows Media Player, RealPlayer, or QuickTime.

STYLES OF VIDEOS

There are at least two "styles" of video applicants can use, which are different, but both successful.

1. Video slideshow of still pictures, with a voiceover

This is the more basic of the two styles, but can be great, particularly if you do not have easy access to various video resources that you would need for a more traditional live-action video. This style involves creating a video slideshow (in a software program) with a narrated voiceover. The slideshow must play on its own, not requiring someone to flip through slides while viewing it. Required equipment would be a digital camera and/or scanner to get images onto your computer, a microphone to record the voiceover, and some audio editing software would be helpful as well.

2. Live-action video

The live-action video is what most people think of with a video – you talking live on camera. Required equipment is some sort of camcorder, video editing software, and likely an assistant to do the actual video recording.

Disclaimer: The American Guernsey Association will not be held liable for anything associated with using any software or equipment for video production. Individuals should always use discretion when purchasing, downloading and/or installing new software or equipment. The American Guernsey Association staff does not provide technical support for any video production equipment or software.

AMERICAN GUERNSEY ASSOCIATION
YOUTH VIDEO CONTEST

ENTRY FORM

Name _____

Address _____

Date of Birth _____

Age _____

Division _____

Due by June 1st to:

American Guernsey Association
1224 Alton Darby Creek Rd., Suite G
Columbus, OH 43228