



NATIONAL BROWN SWISS ASSOCIATION ***2018 Youth Video Contest***

I. Eligibility:

1. The applicant must be a National Brown Swiss Junior Associate or Junior Member.

The contest is divided into four age divisions and a State Division:

Junior Associate:

Any youth that is less than 9 years old of the current year.

Junior Division:

Born between January 1, 2005 - December 31, 2008

Intermediate Division:

Born between January 1, 2001 - December 31, 2004

Senior Division:

Born between January 1, 1997 - December 31, 2000

State Division:

Must include at least (3) Brown Swiss Youth of any age from the same state.

2. All videos must adhere to the proper length and video guidelines as indicated below.
3. Videos can be submitted by email to sdegroftbscba@gmail.com or can be mailed to the Brown Swiss Office, 800 Pleasant Street, Beloit, WI 53511. If mailing your entry, please submit three copies of your video by **March 31, 2018**.
4. If a contestant has won their age division twice, they will then move up to the next age category.
5. Contestants do not need to be present to win. Winning entries will be shown during the National Convention Youth Awards Night in Coralville, IA.
6. By signing this application and submitting your video, you give the BSA permission to utilize the video for promotional items for the Brown Swiss Breed.

II. Subject:

Applicant may choose any subject pertaining to Brown Swiss Cattle and the dairy industry. Youth are encouraged to explore and understand all entities of the dairy industries with an emphasis on the Brown Swiss' role. Potential topics are, but not limited to the following: current policies, affairs, and trends in the dairy industry.

State Division: Describe ways in which your state promotes the Brown Swiss breed.

Examples: activities, sales, fundraisers, etc.

III. Time Limit:

- Junior Associate Division- each video shall be a minimum of 2 minutes and a maximum of 4 minutes.
- Junior Division- each video shall be a minimum of 3 minutes and a maximum of 5 minutes.
- Intermediate Division- each video shall be a minimum of 5 minutes and a maximum of 7 minutes.
- Senior Division- each video shall be a minimum of 6 minutes and a maximum of 8 minutes.
- State Division- each video shall be a minimum of 8 minutes and a maximum of 12 minutes.
- Deductions of 10 points per minute will be subtracted 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 select three judges to judge the contest. The selected judges will be competent and impartial.
- 2) Contestants will be judged based on topic and content, creativity, and video quality.
- 3) Videos must be the original work of the contestant and will be penalized if they include information that is not cited.
- 4) Each judge will be furnished with a copy of each 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 and the top three winners will be recognized during the National Convention in Coralville, IA.

V. Awards:

Awards will be given to the top three individuals in each division. This contest is sponsored by PSV Farm.

Part I. For Scoring the Contest

1. Content Includes: 60 points
 - Organization & Originality
 - Accuracy of Statements
 - Importance & Appropriateness of Subject
 - Speaking Ability
 - Language Used
 - Conclusion
2. General Effect Includes: 20 points

Content of the video was interesting, understandable, well composed, creative and the topic was relevant.

Part II. For Scoring the Film

1. Filming Includes: 20 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 be submitted.

- Applicants may seek advice on how to edit videos. However, professional editing is not permitted.
- Below are some tips that might help your video:
 - Film in an area with good lighting.
 - Be aware of background noises- vehicles, farm equipment, birds, etc. Avoid filming in noisy areas like near roadways. Be aware of wind noise; it is very hard to edit wind noise.
 - Speak loud and clear so the camera picks up your voice well and viewers won't strain to listen. Your voice will compete with any background noise that may be present.
 - Have fun & be creative!
- Save the 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. Viewers should be able to open the video in a media player of choice, such as Windows Media Player, RealPlayer or Quicktime.

STYLE OF VIDEOS

There are two types of videos an applicant can chose to use:

1. Live Action Video – This type of video is where the applicant is actually talking in front of the camera. You will need the following basic equipment: some sort of camcorder, video editing software and possibly an assistant to help with the recording and any props you might use.
2. Video Slideshow of Still Pictures, with a voiceover – You will need a software program to create a video slideshow with a narrated voiceover. This is a great style if you do not have access to certain video equipment resources. The applicant will need a digital camera, possibly a scanner to download images to your computer, a microphone to record the narration, and possibly an audio editing program.

Disclaimer: The Brown Swiss Association will not provide technical support for any video production equipment or software. Applicants should use discretion when purchasing, downloading or installing new software & equipment.



NATIONAL BROWN SWISS ASSOCIATION
2018 Youth Video Contest

Name: _____

Address: _____
City State Zip Code

Phone: _____ Email: _____

Birth Date: _____ Year became national junior member: _____

Division: _____

DEADLINE: March 31ST, 2018

Send completed application to:

Youth Video Contest
Brown Swiss Cattle Breeders' Association
800 Pleasant Street,
Beloit, WI 53511-5456