BETTER SEED, BETTER LIFE STUDENT VIDEO CONTEST

DUE DATE 08.31.2017

AUDIENCE

The general non-science public
Feel free to share your social media channels to increase visibility

VIDEO LENGTH

1.5 - 2 minutes

SUBMISSION PROCESS

Prospective participants are encouraged to create their own personal YouTube account, upload their video, and share its location (URL) with American Seed Trade Association. Or videos may be sent directly to ASTA (nbarnes@betterseed.org).

Waivers must be completed and sent via email to info@betterseed.org no later than August 31.

VIDEO REQUIREMENTS

01

INCLUDE YOUR NAME, SCHOOL, AREA OF DISCIPLINE, AND DEGREE YOU ARE PURSUING .

02

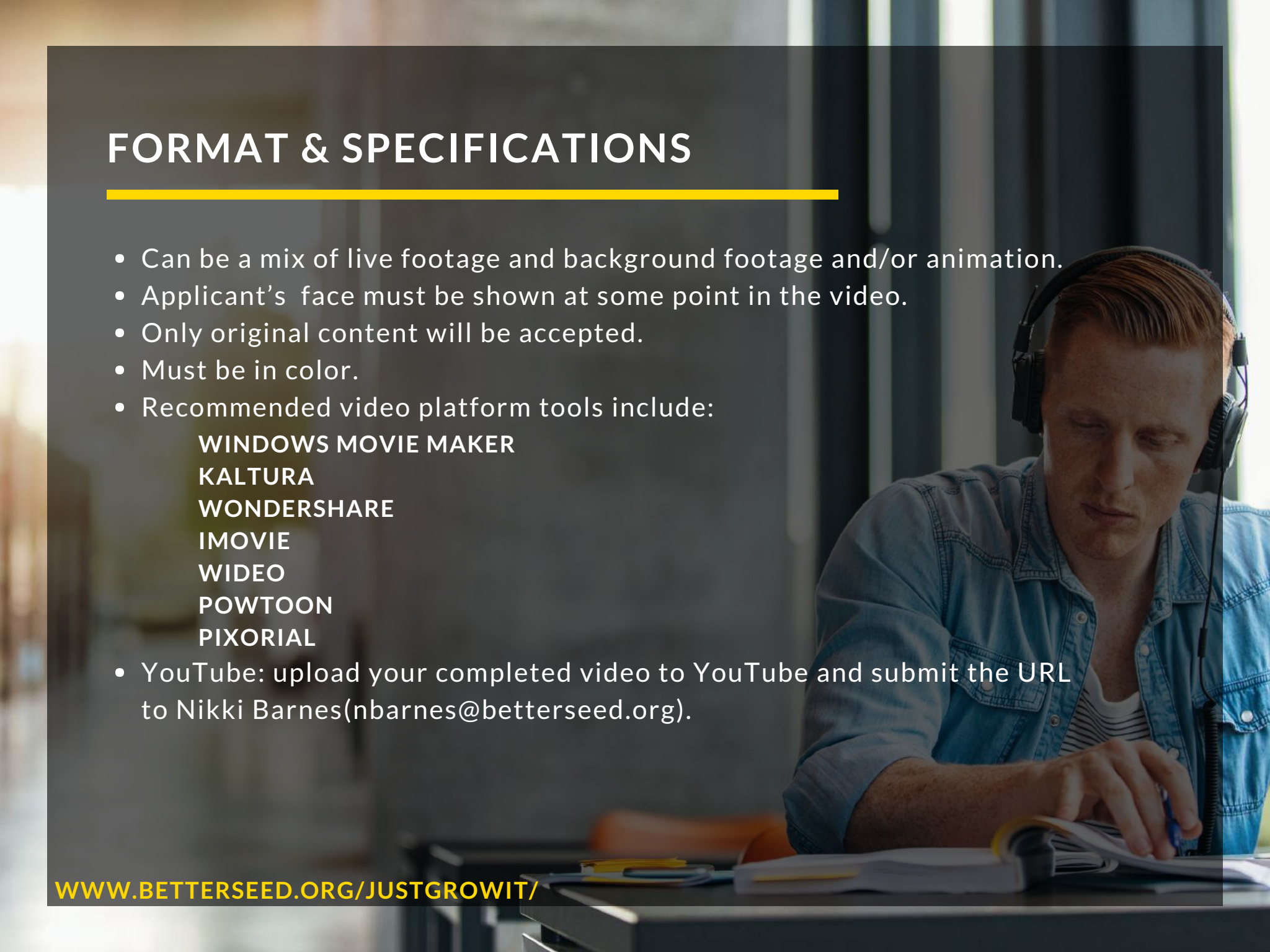
DISCUSS WHAT PLANT BREEDING INNOVATION MEANS TO THE FUTURE OF OUR SOCIETY (TIED TO A SPECIFIC BENEFIT(S) TO FARMERS, THE ENVIRONMENT AND/OR CONSUMERS).

03

TELL US THE COOLEST THING YOU ARE WORKING ON AND WHY.

FORMAT & SPECIFICATIONS

- Can be a mix of live footage and background footage and/or animation.
- Applicant's face must be shown at some point in the video.
- Only original content will be accepted.
- Must be in color.
- Recommended video platform tools include:
  - **WINDOWS MOVIE MAKER**
  - **KALTURA**
  - **WONDERSHARE**
  - **IMOVIE**
  - **WIDEO**
  - **POWTOON**
  - **PIXORIAL**
- YouTube: upload your completed video to YouTube and submit the URL to Nikki Barnes(nbarnes@betterseed.org).



WWW.BETTERSEED.ORG/JUSTGROWIT/

PRIZES

Tiered prizes up to $10,000 will be awarded (based on number and quality of entries)

JUDGING RUBRIC

Message content and ideas: How memorably does the video present the specific message?
Production quality and visuals: What is the overall production quality of the video?
Organization and framing: Does the video follow a clear and logical path for the audience?
Delivery: Does the video utilize good visuals and sound quality that contribute to a compelling message?

CONTACT

For questions, contact: bshively@betterseed.org.

asta American Society of Agronomy Crop Science SOCIETY OF AMERICA National Association of Plant Breeders NAPB Improving Plants to Improve Lives