




## 2024 35 Under 35 Video Instructions

- Use your phone camera and film horizontally.
  - You can use the camera on your computer by clicking the search icon, typing in “camera” and using the video feature to record yourself.
- **Video should be no longer than 2:00 minutes. Videos longer than 2 minutes will not be accepted.** Be direct and concise.
- **Do not add background music, images or b-roll to your video.**
- Be aware of background noise. If you choose to film in a barn or outdoors, be sure to speak loudly and clearly!
- Attire that represents Farm Bureau is encouraged
- Please do not repeat the prompt, only your response.
- Talk to the camera like you are talking to a peer.
- By submitting your video, you are giving WFBF permission to use the video in print, digital and other types of media.
  - Finalists’ videos will be displayed during the WFBF YFA Conference, posted on Youtube and used on WFBF social media.
- The maximum file size for submitting via Formsite is 100 MB. Video file size depends on several factors, including video length, resolution, bitrate, etc. If you have issues submitting your video, please reach out to Rachel LaCount, [rlacount@wfbf.com](mailto:rlacount@wfbf.com).

VIDEO RUBRIC

35 Under 35 VIDEO	Introduce yourself and your role in agriculture (10 points)	Sustainability and your role in agriculture (15 points)	Value of Farm Bureau (15 points)	Presentation (10 points)
	<p>Introduce yourself, where are you from/home Farm Bureau county and your farm/job as it applies to the category you were nominated in</p>	<p>Answer the question “what does sustainability mean to you?”</p> <p>How does your role in agriculture contribute to long-term sustainability?</p>	<p>How does your involvement in Farm Bureau help sustain your career?</p> <p>How are you adding value to/how can you get more involved in your county Farm Bureau?</p>	<p>Speaker is confident and shows effort and excitement</p> <p>Image and sound are clear</p> <p>Background reflects purpose of video</p> <p>Video meets the 2-minute time requirement.</p>
<p>A poor video will meet these requirements:</p>	<p><b>0-3 points</b> Applicant shows little interest or knowledge in the category and activity they were nominated for</p>	<p><b>0-5 points</b> Applicant shows little to no interest or enthusiasm in relating sustainability to their role in agriculture and fails to answer the prompt questions.</p>	<p><b>0-5 points</b> Applicant has little interest or involvement in Farm Bureau and does not answer the prompt questions.</p>	<p><b>0-3 point</b> Video is poor quality and difficult to understand, applicant shows little to no enthusiasm or effort.</p>
<p>A good video will meet these requirements:</p>	<p><b>4-6 points</b> Applicant shows some interest and knowledge in the category and activity they were nominated in.</p>	<p><b>6-10 points</b> Applicant shows some interest but lacks enthusiasm and knowledge about sustainability in their role and answers at least one of the prompt questions.</p>	<p><b>6-10 points</b> Applicant shows interest and involvement in Farm Bureau and answers at least one of the prompt questions.</p>	<p><b>4-6 points</b> Video is comprehensible and applicant shows some effort.</p>
<p>An exceptional video will meet these requirements:</p>	<p><b>7-10 points</b> Applicant is enthusiastic and interested in sharing their activities as it relates to the category they were nominated in.</p>	<p><b>11-15 points</b> Applicant is enthusiastic and interested in sharing what sustainability means to them in their role and answers both of the prompt questions.</p>	<p><b>11-15 points</b> Applicant is actively interested and involved in Farm Bureau and answers both of the prompt questions.</p>	<p><b>7-10 points</b> Speaker is confident and shows effort and excitement, image and sound are clear. Video meets the time expectations of 2 minutes.</p>