



**2019 American Agri-Women's
"Gen Z Speaks Ag" Video Contest
Part of the "AgDay365: Every Day is Ag Day" campaign**

Thank you to Bayer Crop Science for sponsoring the contest.

Awards:

- First Place: \$500
- Second Place: \$250
- Third Place: \$100
- People's Choice Award (social media promotion): Bluetooth portable speaker

Who may enter:

The contest is open to individuals between 11-23 years of age.

Bayer employees and immediate families are not eligible to participate in this contest.

How to enter:

To enter, visit <http://americanagriwomen.org/gen-z-speaks-ag/> and complete the online entry form, including your name, address, telephone number, email address, and link to your video in accordance with the instructions and rules that follow.

NOTE: Parental consent is required for entrants under 18 years of age; entrants under 18 will have final parental consent verified further if selected as a finalist.

Contest rules:

Entry window: Contest is open until Sept. 30, 2019 at 11:59 p.m. Central. Videos can be created during the contest time frame, but it is not required.

Entry deadline: Any videos received after 11:59 p.m. Central on Sept. 30, 2019 will not be judged.

Entry rules (read carefully):

1. **IDENTITY:** Under the penalty of being disqualified, by entering, entrant certifies that the video(s) being entered are original in content and editing by entrant and not by another person.
2. **ORIGINALITY:** Entrants must use their own footage when creating their videos.

ENTRIES: Each entrant can enter 1 video, up to 5 minutes in length, at no more than 720p.

3. **FAIRNESS:** In the fairness of competition, the goal is to make sure that the videos are judged as fairly against each other as humanly possible.
4. **CAMERAS:** We judge your video content, not what you filmed it with. Footage can be taken with any camera, cell phone or tablet, though quality of the video footage is considered in judging.
5. **REPRODUCTION:** American Agri-Women reserves the right to reproduce in any form any work submitted. By agreeing to these submission rules, entrant agrees to give American Agri-Women use of video(s).
6. **FORMAT:** Videos must be in digital format; only online entries will be eligible. If filming on camera, best quality available is encouraged, filmed at 24 frames per second, though exceptions are allowed for creative expression in video.
7. **POSTING:** Videos should be posted to a social network of your choosing (YouTube, Tumblr, Facebook, website, etc.), providing the link on the entry form. Finalists for the People's Choice award will be asked to send American Agri-Women the original video file via a service like <https://wettransfer.com/> or dropbox for reposting via our Facebook channel.

8. QUESTIONS: If you have questions, please contact Krystal Doolittle at krystal.doolittle@gmail.com.
9. NOTE: Any video that does not meet the above requirements will not be judged.

Judging:

Judging consists of two rounds of evaluation. In round one, a panel of experts from American Agri-Women will select 5 entries as well as the 1st, 2nd and 3rd place awards from among all eligible entries based on the following Judging Criteria:

- (1) Genuineness, authenticity and educational nature of the content. (34%)
- (2) Creativity, keeping in mind the AgDay365: Ag Day is Every Day theme or Love Food, Don't Waste It themes (34%)
- (3) Video quality (32%).

The 5 videos from will be posted to American Agri-Women's Facebook page for a People's Choice award. The general public will then be encouraged to post a reaction or share the video. Reactions will earn 1 point and shares will earn 3 points. The entrant whose video scores the most points as of Oct. 31, 2019 at 11:59 p.m. Central will be the winner.

Winners of the First, Second, and Third Place prizes as well as the People's Choice awards will be chosen by Nov. 1 and will be notified by e-mail. Decisions of the judges are final and binding.