

# 2012 Michigan FFA Soybean Video Contest

## Official Rules



This contest is open to high school Michigan FFA Chapters only.  
Contest Entry Opens: Thursday, September 1, 2011  
Contest Entry Closes: 11:59 p.m. Wednesday, November 30, 2011

Round 1 Begins: Thursday, December 1, 2011  
Round 1 Ends: by 11:59 p.m. Monday, January 3, 2012

Round 2 Begins: by 12:00 a.m. Monday, January 3, 2012  
Round 2 Ends: 12:00 p.m. Wednesday, March 6, 2012

Any contest questions may be directed to Laura Wilson, MSPC Ag Relations Director, 989-652-3294, [lwilson@michigansoybean.org](mailto:lwilson@michigansoybean.org) (put *Video Contest* in the subject line).

### 1. Eligibility

- By entering into the contest, each participant has read and agrees to abide by the contest's rules and requirements.
- The contest is open to high school Michigan FFA Chapters only (active Michigan FFA members in grades 9 through 12).
- Videos must be between 30 seconds and 3 minutes in length. Videos fewer than 30 seconds and more than 3 minutes will be immediately disqualified.
- Videos must be family-friendly (G-rated).
- Only 1 video per Michigan FFA Chapter is eligible to rank in the winning top 3 videos.
- Each production must show positive soybean messages.
- Each production **must contain the required message "Put a Little Soy in Your Life!" the Michigan Soybean Promotion Committee (MSPC) web site: [www.michigansoybean.org](http://www.michigansoybean.org), and at least one additional fact from the contest's Fact Sheet.**
- Current Michigan FFA Chapter members, not advisors nor alumni, must prepare presentations.
- Each entry must be an original production created entirely by the Michigan FFA member(s).
- All persons in the production must adhere to their educational institution's dress code policy.
- Proper safety precautions must be followed in the event that equipment or vehicles are used in the production.
- The production may use any method to capture or create moving images.
- The MSPC is not liable for any damages incurred during video production.
- Each video entry must include completed Release Forms for each person who is filmed in the video, visually or vocally.
- It is up to the student or group of students to comply with state and federal copyright laws. You may use the following web sites as a reference:
  - [Copyright and Fair Use Guidelines for Teachers](#)
  - [U.S. Copyright Office](#)
- Void where prohibited by law.

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- All federal, state and local laws apply.
- Entry in the contest will be deemed consent for the use of the production, name, and photograph of the entrant by the Michigan Soybean Promotion Committee (MSPC) for advertising, promotion, and trade purposes.
- All entrants are **required** to submit contest videos on a hi-resolution DVD to the MSPC using one of the following formats:
  - 3g2 (Mobile Video)
  - 3gp (Mobile Video)
  - 3gpp (Mobile Video)
  - asf (Windows Media Video)
  - avi (AVI Video)
  - dat (MPEG Video)
  - divx (DIVX Video)
  - dv (DV Video)
  - f4v (Flash Video)
  - flv (Flash Video)
  - m2ts (M2TS Video)
  - m4v (MPEG-4 Video)
  - mkv (Matroska Format)
  - mod (MOD Video)
  - mov (QuickTime Movie)
  - mp4 (MPEG-4 Video)
  - mpe (MPEG Video)
  - mpeg (MPEG Video)
  - mpeg4 (MPEG-4 Video)
  - mpg (MPEG Video)
  - mts (AVCHD Video)
  - nsv (Nullsoft Video)
  - ogm (Ogg Media Format)
  - ogv (Ogg Video Format)
  - qt (QuickTime Movie)
  - tod (TOD Video)
  - ts (MPEG Transport Stream)
  - vob (DVD Video)
  - wmv (Windows Media Video)
- By entering into the contest, each participant agrees the MSPC will become sole owner of the videos.
- Failure to follow these rules will result in ineligibility or disqualification.

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### 2. How to Enter

- No purchase necessary.
- Promotion for the contest begins September 1, 2011 at 12:00 p.m. and ends November 30, 2011 at 11:59 p.m.
- To enter, visit the MSPC web site\*. Select the FFA Video Contest link; submit all required entry information, including Entry Form, DVD, and Release Form(s).
- Entries may be emailed to [lwilson@michigansoybean.org](mailto:lwilson@michigansoybean.org), put *Video Contest* in the subject line, faxed to 989-652-3296, or mailed to the Michigan Soybean Promotion Committee (MSPC) at PO Box 287, Frankenmuth, MI 48734.
- Michigan FFA Chapters may submit more than one video entry, but only one video per individual or team. Team: at least 2 Michigan FFA members and no more than 5 Michigan FFA members.
- Entries must include valid email addresses.
- The MSPC is not responsible for any incorrect or inaccurate information or failure of, whether caused by web site users, tampering, or by any of the programming or equipment associated with or used in this contest and assumes no responsibility for any errors, omission, deletion, defect, interruption or delay in operation or transmission or communication line failure, theft or destruction or unauthorized web site access to, or alteration of, entries.
- All entries must be received by **11:59 p.m. on November 30, 2011.**

### 3. Round 1 – Top 3 Videos

- Round 1 begins **12:00 a.m. Thursday, December 1, 2011.**
- The contest is promoted on the MSPC Facebook page\*\*, administered by the MSPC.
- Michigan FFA Advisers are notified of the contest by mail and email.
- For continuation of the contest, at least 5 eligible entries must be received.
- All video entries will be judged by the MSPC Board of Directors.
- The top 3 videos (unranked) will be determined based on the following criteria:
  - Meet eligibility requirements
  - Accurate/factual information
  - Theme properly developed
  - Content and presentation clarity
  - Entertainment/creativity (commercial-like feel)
  - Proper use of video technology
- All decisions of the directors are final.
- Round-1 results will be announced on the MSPC Facebook page\*\* **no later than 11:59 p.m. January 3, 2012.**
- Instructions for Round 2 will be provided via e-mail to the contest entrants.
- The top 3 videos will be publicized at the MSPC Facebook page\*\*, posted by MSPC staff.
- The MSPC will promote Round 1 results at the MSPC web site\*, the MSPC Facebook page\*\*, and in other forms of media, such as radio and print.

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### 4. Round 2 – Winners Selection

- Once the Round-1 results are announced on the MSPC Facebook page\*\*, the top 3 video entrants may share the link to the **MSPC Facebook page\*\***. Keep in mind, sharing the link to the specific videos may result in a loss of accountability.
- The ranking will be determined by the amount of Facebook “Likes” on the videos and **only** on the videos posted at the MSPC Facebook page\*\* as of **12:00 p.m. on March 6, 2012**.
- Rankings will be announced during the Michigan FFA State Convention at Michigan State University March 7-9, 2012.
- The MSPC will promote Round 2 results at the MSPC web site\*\*, the MSPC Facebook page\*\*, and in other forms of media, such as radio and print.

### 5. Prizes

- The winning FFA Chapters will receive an award certificate at the time of the announcement during the 2012 Michigan FFA State Convention.
- 1<sup>st</sup> place Michigan FFA Chapter will receive \$3,000; 2<sup>nd</sup> place Michigan FFA Chapter will receive \$1,500; and 3<sup>rd</sup> place Michigan FFA Chapter will receive \$650. Each check will be mailed to the corresponding Michigan FFA Chapter by April 6, 2012.

\*MSPC web site: [www.michigansoybean.org](http://www.michigansoybean.org)

\*\*MSPC Facebook page: [www.facebook.com/MichiganSoybean](http://www.facebook.com/MichiganSoybean)