

What's your story?

Introduction videos for the OFBF Young Agricultural Professionals contests

This year, we are starting something new: introduction videos for Young Agricultural Professionals contestants. Each contestant will submit a one-to-three (1-3) minute video introducing themselves, how they are involved in agriculture, and why they value farming and Farm Bureau. The videos will be used to promote Ohio Farm Bureau, farming and young agricultural professionals.

OBJECTIVES FOR THE VIDEOS:

- Increase the awareness of young agricultural professionals in Farm Bureau
- Promote Farm Bureau and young agricultural professionals at the local and state levels
- Provide Young Agricultural Professionals contestants with an opportunity to share their story and passion for agriculture with a much wider audience
- Help members become more confident using social media

Contestants are encouraged to create their video(s) early in the submission period and engage in sharing and promoting their video through social media, and other channels to encourage support and more views.

Contestants are encouraged to show:

- Originality in showing their farm operation and/or how they are involved in agriculture
- Creativity and passion in conveying a positive message about agriculture and Farm Bureau

Helpful hint: Be sure to use good choices in safety. Examples: no images of extra riders on tractors or riding mowers, safe/best practices, etc.

INSTRUCTIONS

What is required of my video?

Participants are invited to create one original video introducing themselves to a general audience. The videos will be later used online and for our judges.

Video(s) MUST be original work, be between one (1) and three (3) minutes in length, and NOT contain any music.

All videos must be submitted digitally. VHS copies will not be accepted. Burn a CD that contains a file of your video and a copy of your application materials and submit the CD to OFBF. Please make two additional copies of the CD: one to submit to your county office and one for your records.

HELPFUL HINTS

Below are some extra hints to help you with your video.

Start early!!!! Do not wait until the last minute to make your video! Take advantage of nice weather and give yourself time to line up people to help you (hold the camera, do the filming of you, etc.) and time to edit your video. You may even want to share it with friends in person or via Facebook to give you feedback before you finalize it for submission.

VIDEO SHOOTING

Lighting

Try to make sure there is no bright light (sun, lamp, etc.) behind the subject. This tends to blacken out (or silhouette) the subject. If lighting behind the subject is necessary, make sure you have lighting on the subject's face to compensate.

Sound

Do NOT use music.

Because the use of music as background is prohibited, try to eliminate background noise as much as possible. Loud noises in the background will make the subject's words difficult for viewers to hear.

Video

Try to fill the frame with your subject(s). Far away shots make it difficult to see the subject and are a leading cause for silhouetting. Don't be afraid to shoot the same scene several times and take the best one. The more footage you take the better chance you have of getting the perfect shot. Plus, this allows for ease of editing.

Editing

Only you know what the final video should look like. Be creative, take chances, you never know what will come out of it.

NEED A VIDEO CAMERA?

Your County Farm Bureau has a FlipVideo camera available for your use. Contact your county Farm Bureau office for more information.

HOW TO SHOOT, EDIT AND POST VIDEOS

"Cisco has predicted in its Visual Network Index Forecast 2010-2014 that videos will dominate network traffic by the end of the year. Video will then grow to account for 91 percent of global consumer IP traffic by 2014 in the form of internet video, TV, video on demand and peer-to-peer video." ~ Media News – June 3, 2010, European News Centre

I. What is needed to start creating video?

a. Camera

Every Organization Director has been supplied with a flip camera, courtesy of Ohio Farm Bureau's Center for Food and Animal Issues.

b. Computer

c. 2 pieces of software.

For PC's:

Windows Movie Maker:

<http://download.cnet.com/Windows-Movie-Maker-Windows-XP/3000-13631-4-10165075.html>

<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=d6ba5972-328e-4df7-8f9d-068fc0f80cfc&displaylang=en>

Any Video Converter:

http://www.any-video-converter.com/products/for_video_free/

For Mac's:

I-Movies:

<http://en.kioskea.net/download/download01238-imovie-hd>

Any Video Converter for Mac:

<http://www.brothersoft.com/any-video-converter-for-mac-127007.html>

II. Flip camera online tutorials can be found simply through a web search.

How to Operate a Flip Video Camera

Step 1: Turn It On

- On the side of the camera is a power button, simply press in to turn on.

Step 2: Record

- The red button in the middle of the camera is the record and stop button. Push to record.
- To zoom in and out, push the + and – icons on the camera.
- Push the red button to stop.

Step 3: Watch what you recorded

- While the camera is on but in the stop/paused mode...push the play button on the camera.
- If you do not like the footage you shot, delete it by pushing the delete button.

Step 4: Transferring footage from the camera to your computer

- Using the down button on the side of the camera, open the USB arm.
- Insert USB arm into a USB port on your computer.
- On your computer, click on Start/My Computer/Flip Video/DCIM/100Video
- Click and drag the footage files into a folder on your computer.
- The video files are in an mp4 format, which is what you need if you are going to post them directly to your county web pages.

Step 5: Editing footage using Windows Movie Maker

- Windows Movie Maker will not recognize mp4 files, so therefore the files must be converted to a different format, preferably wmv. files.
- Open Any Video Converter program.
- Click on ADD VIDEO tab.
- Select the video files you wish to convert.
- In the Profile drop down window, select "Customized WMV Movie."
- Click on CONVERT tab.
- Once files have been converted, they will appear in the "Output Folder."
- Open the Output Folder and click and drag files into the appropriate folder on your computer.
- Open the Windows Movie Maker program.
- Click on "Import video."
- Click on a video file to preview it.
- If you wish to divide a video clip into multiple clips, click on the button under the preview screen that looks like a film drawing.
- Click and drag video file(s) into timeline.
- To hide part of the file clip, click in the clip within the timeline and either from the start or end of the clip, drag the arrow to the appropriate spot.
- If you wish to add music to your video, click on import audio. The audio file will appear in the collection box. Click and drag the audio file to the Audio/Music line.
- If you want to place b-roll video over the top of an interview, copy the audio line and paste it into the Audio/Music line. Then add video footage in the appropriate spots in the timeline.
- To add photos into your video, click on "Import Photos."
- Click and Drag the photo files into the timeline at the appropriate spot.
- To add text, click on "Make Titles or Credits", follow instructions and place the text before, after or on a selected video clip.
- Once you have your edited video to where you want it to be, click on "Save To My Computer."
- You now have a completed WMV. formatted video.

SHARE, SHARE, SHARE!

Make the video work for you. Feel free to share it online. Post it on Facebook. Do you have a website, Facebook account or Twitter? If so, mention them on your video and post it your business or social media sites. Nothing like free advertising to get your name out there!

Ideas for sharing your message:

Farm Bureau knows you love agriculture. Your neighbors *probably* know you love agriculture. But how do you share your passion for farming with a broad range of people? One of most important things that farmers can do is to share their story with others. By doing being able to share why you love agriculture, you're helping yourselves, your community, Farm Bureau and Ohio's farmers.

It's your story: tell it the way you want it told. Rather than reading from a script, talk about what you do, why you love it and your passion for agriculture and Farm Bureau in your own words.

The objective is not to have cookie cutter videos that look the same: tell your own story. We do ask all videos to do two things alike: begin by introducing yourself, and end the video by saying your name and "That's my farm story". All the other items in between are up to you and your own creativity.

Helpful questions to ask yourself in telling your story

Below are some ideas to get you going on thinking about what to say. Sometimes we don't think about the deeper questions, but once we can answer them for ourselves, it makes it easier for others to be able to relate to us.

Why do you personally love agriculture?

- Make it personal. Speak in the first person, "I love farming because...", or "When I wake up every day", or "This is why I love _____."
- Avoid the trite. We've all heard overused phrases like, "feeding the world", "abundant source of food and fiber" and "sound science". Is this something you would say in casual conversation with your non-farming neighbor? Make it a casual conversation and have fun with it.
- Think about these questions in general to help you be creative in your answers:
 - What is your favorite part of farming/agriculture?
 - What about farming gives you the greatest personal satisfaction or feeling of accomplishment?
 - What are your goals, hopes or dreams for what you are doing?
 - What do you want to have for your legacy for your family, industry or people you work with each day?
 - If you found out tomorrow that you couldn't farm or do your current job anymore, what would you miss or how would it affect you?

What information should you share in your video?

Each contest is a bit different just like each contestant will be different with their own answers. Here is information that would be helpful to share/work into your video.

- Remember that this is an introduction for folks that have never met you, so please start by sharing your name and your county.
- Talk in the first person (words like I, me, we, my, our)

Outstanding Young Farmer Contest

- Your name
- Your county

- Describe your farm/business and background
- Tell us why you personally love agriculture
- Tell us why you are a Farm Bureau member
- End your video by saying, "I'm (name) and that's my farm story."

Excellence in Agriculture Contest

- Your name
- Your county
- Describe your farm, if applicable
- Describe your background
- Describe what you do for your career and how it involves/is connected to agriculture
- Tell us why you personally love agriculture
- Tell us why you are a Farm Bureau member
- End your video by saying, "I'm (name) and that's my farm story."

Discussion Meet Contest

- Your name
- Your county
- Describe your farm, business or off-the-farm job
- Tell us why you personally love agriculture
- Tell us why you are a Farm Bureau member
- End your video by saying, "I'm (name) and that's my farm story."

Collegiate Discussion Meet

- Your name
- Your county
- Your college/university and major/minor
- Describe your connection to agriculture and why you personally love agriculture
- Tell us why you are a Farm Bureau member
- End your video by saying, "I'm (name) and that's my farm story."