

Florida State Fair

Pullet Project Marketing Video Instructions

Step 1: Define Your Audience

You should plan your video to market your project to potential buyers and share your experience with fair patrons. Your video needs to be 2-3 minutes long.

Step 2: Set Up

Team up with your chapter or club and set up your background, props, and lighting for your video. Take practice clips to work out the shot - don't be so far away that you cannot be seen or clearly heard. Remember that background noise, movement and wind will distract from your video presentation.

Step 3: Practice

Shoot a couple of long practice clips and share them with your friends or family to critique. Maybe even involve your school's TV Production class.

Step 4: Final Video

Now create your final video. Read the rubric to understand how your video will be graded.

Step 5: Submitting Your Video and Registration Form

Video Submission: YouTube.com

*Upload as Unlisted so that only you and the Florida State Fair have access.

*File Format must be .MP4 or WMV

*Length of any video is 2-3 minutes long

*Instructions are available at

https://youtu.be/jaftEW9WI3U?si=8j2bOHrQkUOhy_2p

Entry Form with Video Submission

* Registration Forms are located under the *Specialty Events* tab on the Ag website
<http://www.floridastatefairag.com>

*Open the Event & Show Information page – Pullet Project

*Click on the Online Video Registration Form. Fill out the form electronically and submit the form.

*Make sure all required information is included – especially the *unlisted link* to your YouTube video.

Deadline December 12, 2025

Pullet Project Marketing Video Rubric

Chapter or Club Name: _____

Points Earned	Possible Points	Criteria	Remarks
	5	<u>Greeting/Introduction</u> -Formal greeting by chapter spokesperson -Well groomed -Professional Appearance -Introduction includes chapter name -Courteous and Friendly	
	5	<u>Content</u> -Conveys key concepts of marketing to potential buyers and educational aspects of the project. -Covers challenges and successes during the project -Covers duration of project	
	5	<u>Video/Audio/Editing</u> -Avoid distracting background or wind noise -Avoid visual background distractions -Speakers are heard clearly -Final video has been viewed on YouTube -Includes a variety of media (video, pictures, Title pages, music-must not violate copyrights or trademarks).	
	5	<u>Follows Directions</u> -Video of appropriate length -Correct grammar and sentence structure -Clear closing, not sudden stop at the end	
	5	<u>Creativity</u> -Video was unique and memorable -Contained creative elements -Draws in the viewer -Captivating	
	25	Total Score	