

2027 FLORIDA STATE FAIR

STOCKYARD STORY VIDEO

Achievement Premium Points Opportunity for Beef, Steer, Dairy Cattle, Dairy Goat, Boer Goat, and Sheep

PURPOSE

The Florida State Fair Champion of Champions Stockyard Story Video encourages exhibitors to share their knowledge, passion, and experiences through engaging educational videos. This challenge helps youth exhibitors develop communication, creativity, leadership, and agricultural advocacy skills while educating others about the livestock industry.

VIDEO REQUIREMENTS

- Videos must be between 45 seconds to 1 minute in length.
- Video can be edited on TikTok, Instagram, YouTube, or a third-party app (Canva, Adobe Express, CapCut, InShot, iMovie, etc.)
- Must be in either .MP4 or .MOV format.

PARTICIPANT RULES

- Exhibitors must compose an original video based on their own research and use of Skillathon materials. Assistance in recording the Stockyard Story Video is allowed.
- Topic of Stockyard Story Video must relate to the Skillathon topic of Nutrition as related to your project of Beef, Steer, Dairy Cattle, Dairy Goat, Boer Goat, and Sheep
- Junior, Intermediate, and Senior exhibitors will follow the same video requirements.
- Individual videos only. No team videos are allowed.
- For Beef and Steer, the same story **cannot** be used for both submissions. Participants must submit two different videos with distinct storylines.
- Failure to adhere to the rules may result in disqualification, which is the decision of the judges.
- AI-generated images/videos/clips will cause the video to be disqualified.

VIDEO TOPICS

- Topic of Stockyard Story Video must relate to the Skillathon topic of Nutrition as related to your project of Beef, Steer, Dairy Cattle, Dairy Goat, Boer Goat, and Sheep.

VIDEO CONTENT REQUIREMENTS

- Include educational information related to the livestock project.
- Demonstrate the exhibitor's knowledge.
- Be appropriate for all audiences.
- Feature the exhibitor as a meaningful part of the story.
- Promote positive agricultural practices and sportsmanship.

CREATIVE STYLE ENCOURAGED

Popular formats include:

- Day in the Life
- POV (Point of View)
- How-To Tutorials
- Myth vs. Fact
- Before & After Transformations
- Quick Facts or Did You Know?
- Story Time
- Behind-the-Scenes Content
- Mini Documentaries
- What People Think vs. Reality

Creative elements may include voiceovers, text overlays, interviews, time-lapse footage, photos and video clips, transitions and effects, fast-paced editing, humor, and personality.

The best videos do not feel like a school presentation. They feel like content someone would stop and watch while still learning something about agriculture.

ATTIRE

Official show attire is not required, but it is highly recommended that exhibitors wear official show attire, a 4-H, FFA, or YLPA association or club T-shirt. Appropriate everyday clothing can be worn, but videos may be disqualified if an exhibitor is dressed inappropriately. Please refer to your county school district's dress code guidelines for acceptable attire.

MUSIC, COPYRIGHT, AND CONTENT USE

All music, sounds, photos, graphics, and other media must comply with copyright laws. Audio available through TikTok, Instagram, YouTube Shorts, or other licensed platforms may be used when permitted by those platforms. Florida State Fair reserves the right to disqualify entries that violate copyright or trademark regulations.

VIDEO QUALITY

Videos may be filmed using a phone, tablet, or camera. Creativity and communication are valued more than professional production quality.

SUBMISSION REQUIREMENTS

Deadline: January 11, 2027

All videos must be submitted through the official Florida State Fair Stockyard Story Video submission form. Upload the video file at the link below. It must be in either .MP4 or .MOV formats

A list of resources must be cited on the submission form.

SUBMIT HERE: [Stockyard Story Video Application](#)

JUDGING

The rubric on the following page lists the criteria for the judging of your video and is used as the scoring tool for the judging. It was developed to inform you as to how your video will be evaluated.

OWNERSHIP AND USE

Submitted videos become the property of the Florida State Fair and may be used for promotional, educational, marketing, and training purposes.

EXAMPLES OF STOCKYARD STORIES – COMING SOON!!!

**2027 Florida State Fair
Stockyard Story Judging Rubric**

Exhibitor Name:	Age Category: Jr. Int. Sr.
	Species:

Tier One

Does the video follow the following guidelines?

REQUIRED ELEMENTS	Yes	No
1. Does the story run within the 45-60 second time limit? Time: _____	15	0
2. Is a list of resources on the submission form?	15	0
3. Was the information in the story accurate and related to the topic of nutrition?	15	0
4. Are there any AI-generated images, videos, or clips in the story?	0	15
5. Is the exhibitor dressed appropriately for the story?	10	0
6. Was the entry complete with all necessary information?	10	0
TOTALS		
TOTAL SCORE		

Tier Two

If the Total above is 80, continue with the Tier Two Judging Rubric.

Category	5	4	3	2	1	Score
Hook & Attention Grabbing Opening	Immediate attention-grabber; highly engaging and makes viewers want to keep watching	Strong opening that creates curiosity and interest	Adequate opening that captures some attention	Slow, unclear, or predictable opening	Fails to engage viewers in the first few seconds	
Education & Message Delivery	Topic is explained clearly, accurately, and creatively; strong educational value with a memorable takeaway	Clear and accurate educational message with minor gaps	Information is understandable but lacks depth or clarity	Educational message is somewhat confusing, incomplete, or difficult to follow	Topic is unclear, inaccurate, or lacks educational value	
Visual & Audio	Exceptional visuals, editing, and composition; Clear voice, balanced sound, appropriate music	Strong visual presentation; Good audio with minor issues	Acceptable quality; Understandable but average	Distracting quality issues; Frequent audio distractions	Poor visual experience; Difficult to hear or understand	
Audience Relevance & Engagement	Highly engaging and well-suited for social media; effectively connects with the target audience and encourages interest	Relevant and engaging for most viewers; educational goal achieved	Moderately engaging; audience interest maintained at times	Limited audience appeal or unclear purpose	Little engagement value; fails to connect with the audience	
TOTAL SCORE						

Judge's Comments: