EXERT (Extension Education and Research Track) is a program that strives to empower the lives of youth in black belt communities through a variety of programs. The EXERT Competition is designed to provide scholars with the tools needed to be great leaders of tomorrow. Scholars竞争 in Agriculture, Architecture, Culinary, Entrepreneurship, and Scholar Bowl. Tuskegee University Cooperative Extension Program is happy to be a driving force behind the development of children and hopes to continue making a difference in their lives.

Objective - To allow students from Black Belt high schools, the opportunity to stretch their imagination and creativity by developing a 2–3 minute (videos longer than 3 minutes will be disqualified) commercial video inviting the community and other stakeholders to attend the 2023 Farmer’s Conference EXERT Competition.

This competition will consist of two (2) components: (1) an essay and (2) a video. You MUST complete BOTH to be eligible for this competition. Students must write a 150–200 word essay explaining the video.

ESSAY REQUIREMENTS (20 POINTS):
1. Create a header with your name, date, school, county, and your school representative (teacher)
2. It must have a title
3. Double space
4. 1-inch margins (top, bottom, and left and right)
5. 12-font (Times New Roman) (Numbers 1–5 Heading)
6. Grammar, sentence structure, and relevance to the topic
7. The essay and video must be submitted together
8. Cite ALL outside sources if used

The essay should explain how the video relates to agriculture and technology. What is the design concept? Why was this your design concept? How does your commercial invite others to attend the Farmer’s Conference EXERT Competition?

VIDEO REQUIREMENTS (80 points):
- Content of video (in line with the theme as stated above) – 10 points
- Creativity of video – 10 points
- Accuracy of information – 10 points
- Originality and entertainment value – 10 points
- Ability to reach the target audience (general public) – 10 points
- Overall quality of video – 10 points
- “Wow” factor – judge’s discretionary points to award for above and beyond efforts, energy, and passion (20 points maximum).

VIDEO AND ESSAYS MUST BE SUBMITTED NO LATER THAN JANUARY 31, 2023.

This is an INDIVIDUAL competition (other people can be included in the video as props/assistants, however, only one prize will be awarded). Students ARE allowed to participate in the TIK TOK commercial competition in addition to ONE other competition. You MAY NOT submit more than one (1) video entry.

"Tuskegee University is an Equal Opportunity employer and provider."
For all reasonable accommodation requests, please contact the Office of ADA Compliance: Contact: Steven McCrary, Director Location: Tompkins Hall, Room 404 O: 334-724-4343 | C: 615-604-1225 smccrary@tuskegee.edu
Contact Dr. Billie Grant – bgrant@tuskegee.edu or Tiwon Siaway – tiaway5737@tuskegee.edu
For this competition, students are allowed to use props and sound effects, including music. Please be reminded that all materials associated with the creation and development of this commercial must comply with the school code of conduct. Video entries deemed inappropriate (music, language, props, or behavior) will be eliminated and will NOT be judged. Additionally, this video must be YOUR original ideas and cannot be borrowed from any other source. The video is intended to highlight the importance of technological advancements in the field of agriculture or agricultural systems.

As you are creating your commercial, remember the theme, “Integrating Sustainable Programs Into Restorative Environmental Developments” In.S.P.I.R.E.D. by Cyberculture. This is a technology-driven competition and it should guide your creativity.

Goal - Your goal is to incorporate at least two (2) of the following subjects into your video:

✔ Food and Nutrition
✔ Agriculture and Natural Resources
✔ (GIS) *
✔ Architecture
✔ Economic/Workforce Development

By submitting a video, individuals/groups agree to allow TUCEP to use their videos for marketing, promotion, information and, educational purposes, at no cost. TUCEP reserves the right to publicize and promote the video for their own purposes. All work will be given credit to the creators. The winning video submissions may be branded with the TUCEP logo at the discretion of TUCEP. TUCEP does not assume responsibility or liability for any video or portion thereof, or for any claims, damages, or losses resulting from the use or dissemination of any video submitted in this contest. The judges’ decision is final. Entrants agree to be bound by the official contest rules, guidelines and decisions of the judges.

*Geographic Information System (GIS) - a computer system made for capturing and displaying positions on the earth’s surface to identify patterns that support decisions. These analyses are visualized through maps. For example, a GIS map can be used to find dumpsites in an area and their closeness to water bodies; it could be used to support emergency evacuation by identifying the shortest routes for transportation, used to monitor forest health; assess pest infestation. GIS can also help in change detection by looking at images of an area taken at two different times, for example before and after building construction. Users can specify a place via latitude and longitude, postal code or address. GIS can provide descriptive information about the people in and that area such as income, population, and education levels. It can also provide information on physical things such as soil types, vegetation, water sources, and manmade structures like buildings and roads.
Student’s Name: _________________________________
Judge’s Name: ___________________________________
Title of Presentation - Tik Tok: _________________________________

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Points</th>
<th>Score</th>
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<tbody>
<tr>
<td><strong>Originality and Entertainment Value</strong> — Is this a new idea with high potential for impact?</td>
<td>10 pts</td>
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<td><strong>Overall quality of video</strong> — Is the video clear and easy to view?</td>
<td>10 pts</td>
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<td><strong>Ability to reach the target audience</strong> (general public/all stakeholders). Social media — online reach, audience engagement, and overall buzz generated</td>
<td>10 pts</td>
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<td><strong>Content of video (in line with the theme)</strong></td>
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<td><strong>Accuracy of information</strong> — Is the information presented in the video factual and correct?</td>
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<td><strong>Creativity of video</strong> — Were innovative things used to create the video? Did you reinvent things for other use for the video? Were your ideas fresh and out of the box thinking, etc?</td>
<td>10 pts</td>
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<td><strong>Essay Layout</strong> — Is there a title? Is the essay double-spaced, Times New Roman font, date, etc?</td>
<td>10 pts</td>
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<td><strong>Grammar, sentence structure, and title</strong> — is the grammar good? Are the sentences easy to understand (no fragments etc.)? Is there a title? Please list any missing elements here (e.g. no title, fragments, grammar issues).</td>
<td>10 pts</td>
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<td><strong>“Wow” factor</strong> — judge’s discretionary points to award for above and beyond efforts, energy, and passion.</td>
<td>MAX 20 pts</td>
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**TOTAL SCORE**
For the purpose of providing information, photographs and/or video for publications and other marketing developed by Tuskegee University Cooperative Extension Program (TUCEP), its employees, administrators, agents, volunteers, contractors, presenters, designated representatives, partners, funding sources, and/or assigns to promote programs and activities associated with “EXERT Farm Plan Competition 2019”.

We authorize the TUCEP/ “EXERT Farm Plan Competition “ organizers to release information about our participation in the program to use, publish and republish information, photographs, film, audio/video tape, record/or televise our image and/or voices for use of publications or promotional materials related to “EXERT Farm Plan Competition 2019” and TUCEP without any restriction by TUCEP, its employees, administrator, agents, volunteers, contractors, presenters, designated representatives, partners and funding sources. We understand that information may be provided verbally or by computer data transfer, mail, fax or hand delivery. We further understand and agree to the release of information authorized in this form. We understand that we may revoke this release in writing at any time, but we understand and agree to the release of information that is already released. A copy of this form is valid to give our permission to release records.

Additionally, we fully understand that our participation in EXERT Farm Plan Competition 2019 will require completion of pre and post surveys that will be used for the sole purpose of measuring skills and knowledge.

If you DO NOT want photographs, video, and other media images to be used, please place an X here:

<table>
<thead>
<tr>
<th>NAMES of Individual Participants</th>
<th>PARENT/GURADIAN PHONE NUMBER</th>
<th>PARENT/GURADIAN SIGNATURE</th>
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TIK TOK COMPETITION TEAM APPLICATION

Teacher: _________________________ Phone Number: ______________ Email: ______________________
School: _________________________ Location (County): ______________________
Team Name: ______________________

(Please PRINT the names of 4-5 students who will be participating in the EXERT Competition)

<table>
<thead>
<tr>
<th>Circle ONE Competition</th>
<th>AGRICULTURE</th>
<th>CULINARY</th>
<th>ENTREPRENEURSHIP</th>
<th>SCHOLAR BOWL</th>
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</table>

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<thead>
<tr>
<th>NAMES of Individual Participants</th>
<th>T-Shirt Size</th>
<th>PARENT/GUARDIAN</th>
<th>GRADE</th>
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(Please Write Below)

1. 

2. 

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4. 

5. 

Please complete this form and email to bgrant@tuskegee.edu or tsiaway5737@tuskegee.edu no later than November 28, 2022.

***Any applications received beyond this date will be considered LATE and will not be accepted.