



Contest objective: Engage youth grades 4-12 to promote beef recipes in a social media style recipe video.

Contest Prizes:

\$150 – prize for each division winner

Division 1: Grade 4-5

Division 2: Grade 6-8

Division 3: Grade 9-12

Winners may be posted on Tennessee Beef Industry Council social media outlets.

Contest rules and regulations:

1. Contestants must be in grades 4-12, as of January 1st, 2024.
2. Contestants will create videos using a beef recipe from www.beefitswhatsfordinner.com. Video must include simple step by step instructions on how to prepare the beef recipe.
3. Videos must be at least one minute in length (no longer than 2 minutes) and uploaded to YouTube.
4. Videos are to be done as if you are posting on social media (think TikTok, Instagram reel, etc...).
-DO NOT HAVE TO BE POSTED TO THESE PLATFORMS TO ENTER-
5. Video links must be submitted to Emily Haskew (ehaskew@tnbeef.org) by June 12, 2024.
YouTube video links are the only acceptable video format. You can make the video private if you do not want the public to view video.
In Submission email include: YouTube link, Name, Address, Phone Number, County, and Grade (as of January 1st, 2024)
6. Winners will be notified no later than June 28, 2024.
7. All video submissions must remain active on YouTube until July 8, 2024.
8. All video submissions become eligible to be shared by Tennessee Beef Industry Council.
9. All videos will be judged by staff currently working in the online environment using the criteria below.

Scorecard categories:

Topic:	Points:	Comments:
Creativity	75	Evaluates creativity of video, overall video look/style.
Topic Choice	25	Evaluates recipe used and overall consumer appeal.
Content Accuracy	50	Evaluates facts and misinformation provided in video. Evaluates correct cooking methods and food safety in video.
Beef Presented in a Positive Light	25	Evaluates messaging of key points related to beef.
<i>Sub-total</i>		
Time Deduction		Deduct one point for every second over two minutes or under the one-minute limit.
<i>Grand Total</i>		

For Questions Contact:

Emily Haskew – Tennessee Beef Industry Council

615-896-5811

ehaskew@tnbeef.org

