



## Massey Agriculture SM Video/Photo/Selfie Competition Sponsored by Rural News Group

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### Massey Agriculture Awards Dinner 2018-2020

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#### **PURPOSE**

Massey Agriculture SM Video/Photo/Selfie Competition, sponsored by Rural News Group will be awarded in 2018-2020 to the best student generated content within provided guidelines. The University will use the content produced by the students for promotion via Social Media channels. The content needs to be of a good standard and presentation to contribute to the reputation of the University and promoting life as a Massey Agriculture student.

#### **AWARD CRITERIA**

Create social media content that communicates inspiration, uniqueness, interesting or funny aspects of being an Agriculture student to answer the question -

“What is your favourite thing about being an Ag Student at Massey?”

All entrants need to adhere to the following criteria:

1. The content will be in one of the following forms:
  - Selfie
  - Short Video (approx. 15 seconds long, no longer than 30 seconds)
  - Photo/Image
2. The content needs to be in a suitable format for social media – this can be in either landscape or portrait
3. The content needs to be focused and clear to see
4. Ensure lighting is good (not dark or harsh shadows) for display
5. Please include 150 words to answer the competitor question of “What is your favourite thing about being an Ag Student at Massey?” If completing a video, these words can be spoken as the soundtrack if you so choose.
6. If sound is used in the video it needs to be of good quality. Please bear in mind that if current music is used then copyright becomes an issue



7. Anyone featured in the video/selfie/photo needs to sign the talent release form attached.
8. The Rural News Group logo will be included when the images/videos are used via the Massey University channels. Rural News Group can then share this content.
9. Deadline for submission of the entries is Friday 11<sup>th</sup> October.
10. Applicant will be required to upload content via a Massey University online form and will be less than 10MB in size. This will act as the permission for the content to be used by the University.

## **WINNER SELECTION**

The panel of Massey University Senior Agriculture Staff, Massey University External Relations Staff and a sponsor representative will form a judging panel. The judging panel's decisions are final and there will be no challenge of their decision.

The winning entry will win a prize of \$500, presented at the dinner on October 18<sup>th</sup> 2019

