



# 4-H Promotional Video



**Create a fun and inspiring video  
that invites others to participate in 4-H!**

**What do you enjoy about your 4-H experience and what would you like to share with others?**

Here are some tips and guidelines for your 4-H Promotional Video:

- Your video should inform, entertain, and convince the audience. The goal is to spark the viewer's interest to learn more about 4-H!
- Assume that the audience does not know anything about 4-H.
- Be sure to include information so the viewer can learn more if they would like by including the UVM 4-H Program website: <https://www.uvm.edu/extension/youth>
- 4-H Promotional Videos should not be solely about your club but about the 4-H program in general to speak to a wider audience.
- The video must be no more than 1 minute in length.
- Be sure to get permission of anyone interviewed or featured in your film. You can use the release found here: <https://4-h.org/wp-content/uploads/2016/02/4-H-Filmmaking-Media-Release-Agreement.pdf>
- Videos should be submitted to your county educator ahead of your regional day and will be evaluated in advance.
- Videos that earn a blue ribbon will continue on to State Day where they will be played before the audience on a projector. For State Day, videos will be evaluated the day of.
  - Videos may be submitted as either an individual or group project.
    - Have fun and get creative!





# Resources



## **UVM Extension 4-H Program—For info on the Vermont 4-H Program**

<https://www.uvm.edu/extension/youth>

## **Adobe Spark—A free storytelling tool that allows you to use voice over, video, and photos.**

<https://spark.adobe.com/about/video>

## **National 4-H Film-making Resources—Lots of helpful how to tip sheets**

<https://4-h.org/parents/curriculum/filmmaking/#!/resources>

## **The Importance of Copyright—**I'm just a kid working on a project, should I care about copyright ([PowerPoint](#))

**MUSOPEN**—Provide recordings, sheet music, and textbooks to the public for free, without copyright restrictions. <http://www.musopen.org/music>

**Moviemaker**—A free video editing tool for PC users. [http://www.soft82.com/download/Windows/Windows\\_Movie\\_Maker](http://www.soft82.com/download/Windows/Windows_Movie_Maker)

**iMovie**—A free video editing tool for MAC users. Usually pre-installed.

**Do Ink** is both an application and an online community for animators. You can use the drawing tools to create objects from scratch or pull them from a database of user created submissions. A video and link to the site is at: <http://www.doink.com/>

**Scratch**—A tool to create your own animations as well as games (with sound)  
<http://scratch.mit.edu/>

**Stop Motion Central:** Resources and examples of stop motion and Claymation films.  
<http://www.stopmotioncentral.com/>