Global Citizenship Pitch Video Guidelines

Currently, Iowa 4-H is in the planning stages of a very exciting event to promote awareness of culture and diversity. **On Tuesday, August 15, 2017, we will be holding the 2nd annual Global Citizenship Day in the 4-H Exhibits Building at the Iowa State Fair.** The purpose is to create a stronger global perspective in the minds of all.

We are looking for **4-H members and clubs willing to submit a 3 minute video on global citizenship** which will be displayed at the Iowa State Fair on Global Citizenship Day. This video should focus on at least one of the following:

- What global citizenship means to me
- An individual or group project that involved being a global citizen
  - i.e. sending packaged meals abroad, attending a cultural event, or mailing letters to men and women serving overseas to name a few ideas
- Demonstrate a cultural tradition
  - i.e. Cultural dance, how to make a dish of food, traditional dress for a specific culture

All videos submitted by 4-Hers from across the state of Iowa will be compiled into one video that will be displayed in the 4-H building on August 15th. This is a great opportunity for 4-Hers to showcase their project, 4-H club, and county.

**Video Formatting**

As stated above, this video should be no more than **3 minutes long.** This video can be filmed on a **cellphone, digital camera, or video camera.** For sound quality, **use a clip on microphone.** Check with places in your community such as your local 4-H extension office, school, or church to see if they have one that you could borrow. If not, clip on microphones can be purchased for around $5 at Walmart, Target, and on Amazon.
A general guide to your video may look something like the following:

**Step 1: Hook Your Audience**
Introduce your project and yourself, tell us how your project relates to global citizenship on a basic level, and how it is unique. Capture the audience’s attention with an interesting fact or idea related to your topic leaving the audience wanting to know more.

**Step 2: Tell Your Story**
Be brief, but tell the audience how you came up with your project. Maybe you’ve always had an interest in your specific topic, or maybe someone said something to you that made you want to act. Either way, explain how you started your project and how you got to where you are now.

**Step 3: Sell Your Project**
Sell your idea to the audience. Why should they get involved in your project or global citizenship? What have you gained from your experience that others could benefit from? How has it impacted your life or community? What do you plan to do in the future?

If you need addition resources to help construct your video visit: [https://studentreportinglabs.org/studentreportinglabs/wpcontent/uploads/2016/05/How-to-Pitch-a-News-Story_0.pdf](https://studentreportinglabs.org/studentreportinglabs/wpcontent/uploads/2016/05/How-to-Pitch-a-News-Story_0.pdf)

**All videos must be submitted no later than August 1st.** Videos can be uploaded to YouTube with the link sent to Mitchell Hoyer at: mhoyer@iastate.edu with the Subject Line reading: Global Citizenship Pitch Video

Please feel free to forward me any questions or concerns at youth_sckock@iastate.edu.

Sincerely,

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