

The logo features the word "Savor" in a large, elegant, dark red script font. A dark red spoon is positioned behind the letter "o", with its handle extending to the right. To the right of the spoon, the words "THE FLAVOR" are written in a bold, orange, sans-serif font, with "THE" stacked above "FLAVOR". Below "FLAVOR", the words "VIDEO COOKING CONTEST" are written in a smaller, dark red, sans-serif font.

# Savor THE FLAVOR VIDEO COOKING CONTEST

**Contest objective:** Engage youth grades 6-12 to promote beef recipes in a “Tasty” style recipe video.

**Contest Prizes:**

1<sup>st</sup> Place: \$200.00

2<sup>nd</sup> Place: \$150.00

3<sup>rd</sup> Place: \$100.00

*All winners will be posted on Tennessee Beef Industry Council social media outlets.*

**Contest rules and regulations:**

1. Contestants must be in grades 6-12, as of January 1<sup>st</sup>, 2021.
2. Contestants will create videos using a beef recipe from [www.beefitswhatsfordinner.com](http://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. YouTube video links must be submitted to [jsullivan@tnbeef.org](mailto:jsullivan@tnbeef.org) by June 18, 2021.  
**YouTube** video links are the only acceptable video format  
*In Submission email include: YouTube link, Name, Address, Phone Number, County, and Grade (as of January 1<sup>st</sup>, 2021)*
5. Winners will be notified no later than July 1, 2021.
6. All video submissions must remain active on YouTube until July 15<sup>th</sup>, 2021.
7. All video submissions become eligible to be shared by Tennessee Beef Industry Council.
8. All videos will be judged by staff currently working in the online environment using the criteria below.

*Scorecard on opposite side*

Scorecard categories:

| <b>Topic:</b>                      | <b>Points:</b> | <b>Comments:</b>   |
|------------------------------------|----------------|--|
| 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.<br>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:

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