



TEXAS MASTER NATURALIST 2024 ANNUAL MEETING

OCTOBER 24-27

2024 Annual Meeting Video Contest

Summer is here! Take advantage of this time to **create a new chapter video**, highlighting experiences as a Texas Master Naturalist, member, or trainee, or showcase your chapter at work. The Video Contest is also a great opportunity to develop some additional chapter marketing material that can be used on social media or on chapter websites after the Annual Meeting.

Videos will be judged within the following subcategories this year:

- **Experience as a Trainee and/or as a Texas Master Naturalist**
- **Texas Master Naturalist Chapter at Work** – can highlight chapter projects, new class, recruitment, chapter stewardship, conservation, or partnership efforts.
- **Chapter or Program Anniversary** - highlights of the TMN Program or any Chapter's other Anniversary milestone

General Rules:

- All Texas Master Naturalist Chapters may submit entries. Individual members entering should coordinate their entry with the Chapter board.
- TMN reserves the right to disqualify any entry that does not meet the requirements of the contest rules and regulations.
- TMN also reserves the right to change the category in which a video is submitted.
- Digital entries may be used by the Texas Master Naturalist Program according to the uses described in these rules. By entering digital entries in this contest, entrants grant the Texas Master Naturalist Program royalty-free and non-exclusive right to use, with full credit given to the video director except during judging, at Texas Master Naturalist events during the contest, and to promote this and future contests and program events in publications, websites, display panels, or promotional products. Entrants waive the right to inspect or approve the final use of their videos by the Texas Master Naturalist Program and for the uses stated above. Additional permission will be requested to use videos for purposes other than listed above. All submitted digital entries remain the property of the video director.
- Where video entries cover a chapter project, the project must be an official approved chapter project. Emphasis should be placed on 'keystone' projects or those projects that are whole chapter efforts involving a large ratio of members.
- ***New in 2024*** - Only one video entry per category per chapter.

Submission: Submission will be done by uploading an **.mp4 or YouTube ready video file** to the TXMN State Website (<https://txmn.tamu.edu/2024-annual-meeting/>) or uploading the video to a personal or chapter YouTube channel (with preference given to sharing the original video file through the website form). NOTE: When uploading to YouTube make sure to select “Not made for Kids on YouTube” in the upload dialog box. Doing so allows your submission to be added to the appropriate playlists for this contest. Email [Hannah Ferguson](mailto:Hannah.Ferguson@tamus.edu) if there are questions on submission. Ultimately, the State Program will create a YouTube Playlist of all 2024 video submissions on our YouTube channel, too.

Deadline: The deadline for submitting videos this year will be **SEPTEMBER 15th, 2024**. A judging period will take place thereafter and the top videos will be announced and receive a monetary award at the Annual Meeting Awards Ceremony.

Length: Set your goal for 1 minute 30 seconds to 3 minutes max (1:30:00 – 3:00:00).

What File Type to Submit: File formats accepted: MOV, MP4, MPEG-4, WMV.

Topics or Themes:

- What is a Master Naturalist?
- The certification experience: basic and advanced training.
- Frequently asked questions.
- Funniest questions or experiences in the field.
- What does it mean to be a Master Naturalist? – can be composed of Anniversary storytelling interviews, oral history interview videos, interviews of current members or from new class members.
- Significant Chapter projects showcasing the service projects of your chapter.
- Significant Chapter projects showcasing stewardship in action and/or conservation change

Video Must Haves:

- Videos must feature the Texas Master Naturalist program or several elements of the Program (TMN Projects or TMN members, members wearing TMN gear, TMN name tags, clear mention of your TMN chapter and program are all great examples).
- Videos must reference the TMN Program state partners of Texas A&M AgriLife Extension and the Texas Parks and Wildlife Department.

After the Annual Meeting, all submitted videos will be posted in a 2024 Project Fair Playlist on the Texas Master Naturalist YouTube Channel, on our TMN website, and used in our statewide social media outlets. See samples of past year’s winners and submissions at:

<https://www.youtube.com/user/txmnaturalistprogram/videos>

Release the director in YOU! Enter the Annual Meeting Video Contest today!