

MI PIGS Learning Lens Video Outline

Objective

Create an engaging and educational video that teaches viewers about the swine industry while showcasing your knowledge, communication skills, and passion for agriculture.

Video Length

- 3–5 minutes

Video Structure

1. Introduction (20–30 seconds)

- Introduce yourself.
- Share your age (optional), county, or chapter.
- Introduce your topic.
- Explain why you chose it.

Example:

"Hi! My name is _____. Today I'm going to teach you about proper swine nutrition and why it's important for raising healthy pigs."

2. Main Content (2–3 minutes)

Choose **one** topic or combine related topics.

Possible Topics:

- Daily care and management
- Feeding and nutrition
- Swine anatomy
- Biosecurity
- Health and disease prevention
- Showmanship tips
- Breeds of swine
- Housing and environment
- Farrowing and piglet care

- Pork production
- Animal welfare
- Genetics
- Record keeping
- Careers in the swine industry

Include:

- Facts
- Demonstrations
- Pictures or graphics
- Real-life examples
- Why is your topic important?

3. Hands-On Demonstration (30–60 seconds)

Show the audience something in action.

Examples:

- Mixing feed
- Walking a show pig
- Proper sanitation
- Reading an ear notch
- Identifying body parts
- Evaluating structure
- Getting your pig ready for the show ring

4. Fun Fact or Myth Buster (15–30 seconds)

Share one interesting fact.

Examples:

- "Did you know pigs are one of the smartest farm animals?"
 - "Myth: Pigs naturally stay dirty. Fact: They roll in mud to help cool themselves."
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5. Conclusion (20–30 seconds)

Summarize what viewers learned.

Encourage others to learn more about agriculture.

Thank the audience for watching.

Video Tips

- Speak clearly and confidently.
 - Make eye contact with the camera.
 - Keep the camera steady.
 - Film in a well-lit area.
 - Use clean, appropriate backgrounds.
 - Be creative and have fun.
 - Wear appropriate livestock attire if working with animals.
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Judging Rubric (75 Points)

Category	Point
Accuracy of Information	20
Organization & Flow	15
Knowledge of Topic	15
Creativity & Engagement	10
Communication Skills	5
Video & Audio Quality	5
Overall Presentation	5
Total	75

Bonus Ideas

Participants may earn extra recognition for:

- Original demonstrations
- Interviews with producers or veterinarians
- Creative editing
- Educational graphics
- Audience interaction or quizzes
- Promoting positive agricultural advocacy

This format encourages youth to educate others while developing communication, leadership, and advocacy skills.

Email FINAL Project to mipigsinfo@gmail.com

EMAIL MUST include the following:

Name:

Age Division:

