



# cool careers

## Student Edition

Have you ever wanted to try your hand at video production? Kansas 4-H and HirePaths are introducing a Cool Careers 4-H Video Contest, so here's your chance to become director, cinematographer, editor and/or producer of your own video! This competition allows members to learn about a career and then produce a video to create their own episode of the series [Cool Careers](#).

4-H members will select a profession within one of the 4-H projects in which they are enrolled for the current year. 4-H members will film, edit and publish an original video (4-10 minutes in length) about a professional working in this field and their career. These videos should be geared towards a youth 4th- 8th grade audience to inspire and introduce them to the exciting opportunities in the selected field of work. 4-H members will use the provided creative assets [located here](#), to ensure the video looks like the official Cool Careers series.

**Entries:** Entries can be submitted by an individual or a small group. Groups can consist of no more than four 4-H members of the same or different ages. If registering as a group, at least 1-2 members must be enrolled in the specific project being highlighted in video, meaning not all group members need to be enrolled in the project to participate. Adults may assist 4-H youth but must allow 4-H members to do a majority of the work. Adults are there to provide guidance and knowledge, youth are learning throughout the process in order to submit a finished product. **Videos must be submitted in mp4 format.**

**Registration:** [Click here to register for the Cool Careers 4-H Video Production Contest](#)

**Judging:** A panel of judges will evaluate the final product for originality, creativity and execution. Award winning videos will be published on the Kansas 4-H Website, HirePaths website, social media accounts and YouTube channel.

## **Guidelines**

1. Youth must be enrolled in 4-H for the current 4-H year.
2. 4-H Members must select a career/profession to highlight within one of their 4-H projects. For example, if you are enrolled in the Foods & Nutrition Project you may choose to highlight a food scientist, dietitian, chef/sous chef/chef assistant or someone in sports nutrition.  
[Click here for the 2025 4-H Project List.](#)
1. Youth may register as an individual or group. Groups will be no larger than four 4-H members of same or different ages. If registering as a group, at least 1-2 members must be enrolled in the specific project being highlighted in video, meaning not all group members need to be enrolled in the project to participate. Adults may provide guidance to individuals or groups, but youth are required to complete a majority of the work.
2. The goal is to create an original, 4- to 10-minute video about a cool career that someone could have in Kansas. We encourage you to focus on a career that is in high demand or that you find unique or different.
3. Any 4-H member can participate in the contest, but the video's content must be appropriate for younger audiences, specifically 4th – 8th grade.
4. 4-H members can create more than one video entry; each video must fall under a different 4-H project in which they are enrolled.
5. Titling The Video: the video will be titled the name of the featured profession and will focus on one person who has this job today. Examples of titles include Phlebotomist or Electrician. See other examples [here](#).
6. To Host or Not to Host: The video may (or may not) be hosted by an on-camera host. The Cool Careers series uses kids for these hosts. 4-H members could recruit another 4-H member to be the host, or the videographer could star in their own production. That's up to you!
7. Technology: Start with what you have – most smartphones have great cameras! Start filming short clips or projects on your phone, tablet, video camera or computer. Editing can be done using various movie editing software or apps. (iMovie, Movavi or Canva) There are tons of free resources online to teach basic skills. If you need information about how to film or edit a video, there are many videos on this topic on YouTube. Videos must be submitted in mp4 format.
8. Videos must include the following information:
  - a. What people in this job do
  - b. Why the professional featured started doing this job
  - c. How the professional learned the skills needed to do this job
  - d. What the professional likes about this job
  - e. What classes or activities the professional recommends kids pursue if they'd like to have this job someday

11. Ideally, the video will show a demonstration of an activity professionals in this job do often. This demonstration could be done by the professional, or the professional could show the episode's host how to do a task associated with this job.
12. To ensure the video matches the design standards of the Cool Careers series, the video must use the graphics and music tracks [available here](#).
13. All videos must use royalty-free music, footage and graphics. A file of acceptable music can be found via the link listed in guideline above. Any use of copyrighted music, footage or graphics will disqualify the entry from the competition.
14. All videos must use the Cool Careers Student Edition title graphic, [provided here](#). Any additional graphics should complement the colors, fonts and appearance of this title graphic.
15. All people featured in the video must sign a media release. Releases must be uploaded as one PDF file with your entry. A blank media release form has been provided with the other project resources.
16. Entries are due August 1, 2025. To be eligible for this contest, fill out the [registration form](#). All videos must be uploaded as mp4 files into the registration form, and all media releases will need copied/scanned into one PDF file, then uploaded into the registration form. Once the form is submitted, you will receive an email confirmation of your completed video submission.

Examples:

Draw upon the existing library of Cool Careers videos for inspiration. Your videos can look similar to these or follow a different structure. We highly encourage you to let your storytelling skills and creativity shine in your work!

[Cybersecurity Analyst](#)

[Plumber](#)

[Pilot](#)

Find more examples: <https://hirepaths.com/cool-careers-videos>

### **Useful Skills for Video Production:**

- Creative Thinking** – coming up with new ideas and fresh approaches for videos
- Technical Skills** – Learning how to use cameras, editing software (like Adobe Premiere Pro or Final Cut), and other equipment
- Teamwork** – Video production often involves working with a team. Communication is key, whether you're directing or editing.
- Problem Solving** – Every shoot faces challenges, from lighting issues to tight schedules. Flexibility and quick thinking are essential.