

Agricultural Communications

Event Rules

All members participating in this Career Development Event must meet the eligibility requirements and adhere to the rules of the Kentucky FFA Association as outlined in the Rules Governing FFA Activities document.

Number of members on a team: Four

Official Dress Appropriate: Yes

Regional Event: None

State Event: State FFA Convention

Pre-registration is required by April 1st.

This event includes four individual practicums as outlined below. One practicum will be assigned to each team member.

EQUIPMENT

Equipment provided by student:

- #2 Pencil
- Computer for communications plan presentation (if needed)
- Projector for communications plan presentation (if needed)
- Computers for practicums (please note the Chrome books may not be able to access all needed materials)

Equipment provided at the event site:

- Screen



Agricultural Communications

WRITING MECHANICS EXAM (50 POINTS EACH/200 POINTS TOTAL)

Each student will complete a quiz that covers general knowledge of the agricultural communications industry and questions covering editing. Questions may come from any section of the listed references excluding sports guidelines and correcting written mistakes. Team members may be required to use correct proofreading marks (see Associated Press Stylebook). Style, grammar, punctuation, and spelling mistakes will be included. Team members will NOT be able to use the style manual or a dictionary during this exercise.

PRESS CONFERENCE

The team activities begin with a press conference on an agricultural topic conducted by an expert. All team members will receive a press packet with background information on the agricultural topic and the expert to use during the event. The expert will speak on the agricultural topic for 20 minutes which will be followed by a 10 minute question and answer period. Students will be provided with paper to take notes if they wish. Students will stand to be recognized before asking a question. They may ask more than one question; however the expert will attempt to address questions from as many different participants as possible. No electronic devices of any kind, including tape recorders and cell phones, will be allowed during this portion of the event.

Upon completion of the press conference, the team will be dismissed to the team work area to collaborate on their message, communications plan, and the components and parts. Students will be allowed up to 120 minutes to determine their message, determine responsibilities, complete components, and prepare to present their ideas, plan, and components to the judges. Teams should allow 90 minutes of this time to complete the practicums. The committee may designate required and optional components.

PRACTICUMS

One team member will be designated to complete each of the following components.

Web design

Each designer will use the press packet and information that was gathered in the press conference to develop a WordPress site. The objective is to communicate the press conference speaker's organization through appropriate design, navigation, and use of provided photos and graphics. The designer may use the provided WordPress templates or customize the template. Each participant will have 90 minutes to complete the practicum.



Agricultural Communications

Video Producer

Students will be given a selection of video clips, photos, and music and will create a 60-90 second video that promotes the client's product or service. Students may use the software of their choice, but it must be loaded on their devices prior to the event and capable of exporting a video in a common format such as mp4 or mov. They will not be recording a voice track. Participants will have 90 minutes to complete the practicum. Students will need to provide their own headphones.

Journalistic Writer

Writers will write a journalist piece based on the press packet and information that was gathered in the press conference. It should be written for an appropriate audience, have a strong focus and lead (opening paragraph), and include a headline. The story will then be word processed by the student on a computer and turned in to be scored. Participants will have 90 minutes to complete the practicum.

Press release

News story

Feature story

Opinion Writers

Writers are to write a piece that takes a position and support it with evidence based on the press packet and information that was gathered in the press conference. It should be written for an appropriate audience, have a strong focus and lead (opening paragraph) and include a headline. The story will then be word processed by the student on a computer and turned in to be scored. Participants will have 90 minutes to complete the practicum.

A blog post (250-300 words)

An op-ed (500-700 words)

A letter to the editor (300-500 words)

Presentation of Plan

The team will present their message, plan, and selection of components as if presenting it to a client. All team members should participate in the presentation. Each team will be allowed up to 10 minutes to present to the judges. Following the presentation, the judges will be allowed up to five minutes to ask questions. The presentation should be a quick overview summary presentation of the message, reasoning, and objectives of each component.



Last Modified: January 4, 2024

Agricultural Communications



KENTUCKY
FFA ASSOCIATION

Last Modified: January 4, 2024

Agricultural Communications

Scoring

Exam- 200 points

Web Design- 100 points

Video Production- 100 points

Journalistic Writing- 100 points

Opinion Writing- 100 points

Presentation of the communications plan- 175 points

TIEBREAKER

Ties will be broken based on the presentation of the communications plan score.



Last Modified: January 4, 2024

Agricultural Communications



KENTUCKY
FFA ASSOCIATION

Last Modified: January 4, 2024