

# 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 1<sup>st</sup>.

This event includes team submission of a media plan, team presentation of a media plan pitch, and four individual practicums as outlined below. One practicum will be assigned to each team member.

## EQUIPMENT

Equipment provided by student:

- #2 Pencil
- Computer for media plan pitch (if needed)
- Projector for media plan pitch (if needed)

Equipment provided at the event site:

- Screen
- Computers with appropriate software for practicums



# Agricultural Communications

## MEDIA PLAN (200 POINTS)

Teams will play the role of communications consultants and will develop a media plan for an assigned scenario. The scenario will identify a client with a communications need and a budget. The scenario will be made available to chapter advisors by April 1<sup>st</sup> of each year.

Scenarios will be based on the ideas of agricultural advocacy. Teams will develop a media plan from the following rotating topics.

**Tell a local FFA Story-** The focus could include one of the following:

- FFA member
- FFA chapter
- FFA advisor
- State FFA Association
- FFA Alumni/supporter

**Advocate the agricultural industry to consumers-** The focus could include one of the following:

- Farmer/rancher
- Commodity
- Farmers market
- Community garden
- Farm to table
- Identify a local opportunity for public relations not tied to FFA

**A media plan is a written document that describes:**

- Objectives: What the group wants to accomplish with the media plan.
- Target Audience: Description of who the client is trying to reach, including demographic data.
- Strategic plan and tactics: Ways in which the objectives can be accomplished.
  - Including social media plan
- Timeline: When the objectives will be accomplished.
- Evaluation: How the results will be measured.
  - Budget: Teams may not go over a maximum of \$5,000.
- References



# Agricultural Communications

## Guidelines for media plan

- Eight to 10 typed pages not including cover page, table of contents, references or appendices.
- Double-spaced with 1" margins.
- Paginated (numbered pages not including cover page).
- 12-point Times New Roman font (not including display text or headings).
- Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources.

Media plans must be submitted by May 20 to the event official as a single PDF by email. Media plans submitted after May 20 will have a 20 point deduction. Media plans received after May 30 will not be scored.

## The media plan must include the following sections:

### Cover page

- Must include the title of the media plan, CDE name, state, chapter name, team member names and year.
- May include a creative design.

### Table of contents

### Introduction and Overview

- Two pages maximum
- Introduction
  - A brief background of the issue/topic and a statement of the problem establishing the need for this media plan
- Overview
  - A brief preview of what is contained in the plan and how it will benefit the client
  - Objectives of the media plan

### Audience

- One page maximum.
- Who the client is trying to reach (target audience) with the media plan.
- The demographic characteristics of the intended audience.



# Agricultural Communications

- Teams may have a primary and a secondary audience.

## Strategic plan

- Three to four pages maximum.
- Key messages or themes to communicate to the audience.
- Explanation of how the objectives will be met.
- Plan to attract media attention using social media.
- Description of how the plan will be executed.

## Social Media Tactic of the Strategic Plan

- Social media platforms to be used.
- Plan to gain followers.
- Plan to engage followers.
- General idea for the messages to be posted.
- One page example post must be provided as an appendix (can include Facebook posts, tweets, Instagram photos and others).
- Content of the “About” section of pages.

## Timeline

- One page maximum
- Explanation of the duration of the plan and the timing of the media tactics.

## Evaluation

- One page maximum
- Description of proposed methods to determine if the media plan objectives were met.
- What are the key performances? (How will you measure that you are successful?)
- Examples may include number of participants, impressions, likes, shares, retweets, circulation of publications, number of video views.



# Agricultural Communications

## Budget and Justification

- One page maximum.
- Table of all costs associated with implementing the media plan.
- Explain why you have allocated this amount for each activity.

## Conclusion

- One page maximum.
- A final summary of key points related to the strategic plan and a statement persuading the client that the plan is a good solution to the communication problem.
- Not a restatement of the introduction and overview.

## References

- Formatted and edited according to the Publication Manual of the American Psychological Association (APA).
- Appendices/Examples.
- One page of social media posts.
- Three to five other communication examples.
- Suggestions include mock up or example of website, links to student created video, press releases, blogs, op-eds.

## Appendices

- Include three to five examples in the appendices.
- Examples of tactics include but are not limited to:
  - broadcast advertising
  - print advertising
  - press releases
  - fliers
  - brochure
  - web site
  - blogging
  - displays.



# Agricultural Communications

## MEDIA PLAN PITCH (175 POINTS)

- The team should present the media plan as if pitching it to the client identified in the scenario.
- The presentation should follow the structure of the written media plan.
- Examples of materials that would be used in the execution of the plan (e.g., social media, broadcast advertising, print advertising, press releases, fliers, brochures, website, blogging and displays) should be brought to the presentation.
- Each team member must participate in the presentation.
- Teams will be allowed 15 minutes to present their media plan to a panel of judges, who will play the role of the client. Five points will be deducted for each major fraction of a minute over the 15 minutes allowed for the presentation. Following the presentation, judges will be allowed five minutes to ask questions.
- A total of 10 minutes for setting-up and tearing-down equipment (e.g., five minutes to set up and five minutes to tear down).
- In the case of equipment failure, the team may be asked to move forward with the presentation. A back-up plan is recommended.
- Teams may bring additional equipment for the presentation as long as they are able to set up and tear down equipment in the time allowed.



# Agricultural Communications

## PRACTICUMS (400 POINTS TOTAL)

The practicums will consist of four individual events. Each team must assign a member to one of the following areas prior to arriving at the state event:

- Web design
- Video production
- Journalistic writing
- Opinion Writing

All teams will meet in a central location for an orientation and press conference. Teams will be seated by practicum group. All team members will be given an orientation at the beginning of the practicums to last no more than 10 minutes.

The press conference will be held immediately before the scheduled practicums. Each team member will receive a press packet with background information on the agricultural topic and expert to use during the event. An expert will speak on a current agricultural topic for 20 minutes. Participants will be provided with paper to take notes if they wish. After the 20 minute presentation, the non-writers will be dismissed to a different area to complete their assigned practicums.

The writers will then be involved in a 10 minute question and answer period with the expert (speaker). Each writer will stand to be recognized before asking a question. Writers 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 10 minute question and answer session, remaining participants will be dismissed to complete their assigned practicums.

### **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 60 minutes to complete the practicum.



# Agricultural Communications

## Video producer

Participants 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. Participants will not be recording a voice track.

Participants will have 60 minutes to complete the practicum. Participants may be provided a laptop and will be working in Adobe Premiere Pro. Participants will need to provide own headphones.

## Journalistic Writers

Writers are to write a journalistic 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 60 minutes to complete the practicum.

The activity will rotate annually from the following:

- News story (2018, 2021)
- Feature story (2019)
- Press release (2020)

## 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 60 minutes to complete the practicum.

The activity will rotate annually from the following:

- A blog post (250-300 words) (2020)
- An op-ed (500-750 words) (2018, 2021)
- A letter to the editor (300-500 words) (2019)





# Agricultural Communications

## Scoring

Possible score for each team is 775 points.

All four team members' scores will count toward the team score.

Teams will be ranked in numerical order on the basis of the final team score.

Participants will be ranked in numerical order on the basis of the final individual score.

## TIEBREAKER

Ties will be broken based on the Media Plan Presentation score.

