**2021 Agricultural Communications CDE**

**Location:** University of Kentucky; College of Agriculture; W. P. Garrigus Building

**Date:** Monday, June 7, 2021

**Time:** Contest begins at 9:00AM EST; Concludes around 3:00 PM EST

**Media Plan Scenario**

Your chapter’s Ag Communication Committee has been approached by your State FFA Association to help tell the story of a local FFA advisor. The story needs to be one that builds awareness, encourages agricultural advocacy, and promotes FFA engagement to a diverse audience group. You are responsible for selecting an FFA advisor from your state to promote/recognize via various media outlets. Your committee has the option to decide what is included in your media plan about this advisor. Your plan might include, but is not limited to, focusing on one or more of the following attributes of the chosen advisor: innovative program or teaching techniques; service/leadership in local communities or the state; providing a unique solution to a problem facing students/teachers in the community; a commitment to agricultural education; etc. Please remember that the plan should also focus on highlighting and promoting not only the advisor, but also agricultural education programs and/or the agricultural industry to audiences within your state

**A TEAM CONSIST OF FOUR (4) MEMBERS – NO DROPPED SCORE**

**Media Plan Submission Date**

Written plan should be **submitted electronically in a pdf format** by **Friday,** **May 21** and addressed to: [stacy.vincent@uky.edu](mailto:stacy.vincent@uky.edu) Plans will be presented as a team (15 minutes; 5 minutes of questions) on June 7, 2021. Formatting of media plans can follow the guidelines set by the National FFA - <https://ffa.app.box.com/s/1utvml2ukt8gkl41dvlpwd1jhxebt0kl>

**2021 Agricultural Communications CDE Practicums Design – 1 Assigned to Each Member**

**Web Design – 60 minutes to complete**

* Activity: Web Page Layout
* Software Available: WordPress
* 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. Students will not write the article, rather develop the framework for the articles to be inserted; however, captions and headings are expected in this role. **Assigned team member should have a WordPress account set-up prior to arrival**

**Video Producer – 60 minutes to complete**

Activity: Produce a 60-90 second Promotional video

* Software Available: iMovie
* 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 will not be recording a voice track. Students may need to bring their own headphones.

**Journalistic Writer – 60 minutes to complete**

* Activity: News Story (300 – 350 words)
* Software: Microsoft Word
* 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.

**Opinion Writers – 60 minutes to complete**

* Activity: An Opinion Ed (500 - 750 words)
* Software: Microsoft Word
* 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.

**List of All Graded Components of the Event**

1. Editing Exercise (25 points/individual; 100 points total)
2. Communications Quiz (25 points/individual; 100 points total)
3. Practicums (100 points/individual; 400 points total)
4. Media Plan (200 points)
5. Media Plan Presentation (175 points)