

AGRICULTURE COMMUNICATIONS CAREER DEVELOPMENT EVENT

DESCRIPTION

The agricultural Communications CDE tests student's knowledge of all facets of the Ag Communications Industry.

Students' will compete at the District level at District Conventions throughout the state. The **top two teams** competing in each district event will advance to state competition.

INDIVIDUAL ACTIVITIES (*For State and District Competition*)

1. Tests

a. Editing exercise

Because editing is a critical skill for all communicators, each team member will complete an editing exercise. They will be given a printed document that contains 25 mistakes. In correcting the mistakes, team members will be required to use correct proofreader's marks (see Associated Press Stylebook and Libel Manual). 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.

b. Communications quiz

Each team member will complete a quiz that covers basic elements important to the skill areas of journalistic writing and broadcasting, public relations writing, and graphic design. Five questions will be written for each segment, which includes broadcast, public relations, news, visuals, and ethics of communication. Team members will NOT be able to use the style manual or a dictionary during this exercise.

Team Activity (for District *and* State Competition)

Written Proposal

The key to producing a good communications project proposal is to select a project that is specific enough that you will be able to do a good job with it.

- The proposal should be a maximum of 12 double spaced typed pages on 8.5" X 11" white bond paper using 1" margins and 12-point Time New Roman or Times as the font.
- Staple the proposal in upper-left hand corner. DO NOT bind or place in folders, special binders, or covers.
- Follow style established in the Associated Press Stylebook and Libel Manual.
- A cover page should give the title of the communications proposal, state, chapter name, team member names, and date.

The communications project proposal should include the following sections:

1. Rationale for selecting the project, including back ground information that helps provide judges with an understanding of the project and the situation or locale where it will be implemented.
2. Objectives of the project (what is the project to accomplish).
3. Audiences to be targeted with this project.
4. Key messages or themes to communicate to the audiences.
5. Media (brochures, newspapers, signage, radio, etc.) selected to accomplish the project.
6. Budget to produce and place communications materials.
7. Criteria upon which project will be evaluated (these criteria should result in some indication of how well the project accomplishes the stated objectives).

The communications project proposal and presentation will be based on the same topic. The topic will be chosen by the team from a theme of possible topics provided by the National FFA. The themes of topics will rotate from year to year (see table).

YEARS, PROJECT THEME, POTENTIAL TOPICS

YEAR	PROJECT THEME	POTENTIAL TOPICS
2006, 2010	Local Environmental Issues	Responsible production practices; environmentally-friendly lawn, landscape and gardening practices; hazardous household waste management; use of pesticides and fertilizers; soil testing by homeowners and producers
2007	FFA Recruiting & Educational Activities	Chapter recruitment campaigns; promotion of community or school-sponsored activities; promotion of chapter educational activities; alumni recruitment
2008	Safety Issues	Tractor safety; pesticide/fertilizer applicator safety; livestock handling safety; ag mechanics safety;; hunter safety; controlling noxious plants; ATV safety
2009	FFA Community Involvement	Building local community support; publicizing community service projects;

		publicizing community and educational value of SAE's FFA-sponsored community events.
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Oral Presentation

The team will present their communications project to a panel of judges. When making the presentation to the judges, the team should present based on the following:

- The presentation should follow and cover all of the items listed in the Guidelines for Proposal.
- Include examples of materials prepared during the execution of the proposal (ex. brochures, newsletters, news releases, photos, graphics, videos, radio tapes, etc.)
- Team members should not rely solely on equipment.
- Each team member must participate in the presentation.

Agriculture Communications

Chapter Name: _____

Communications Project Proposal Scorecard

	Possible Score	Team Score
Rationale	25	
Objectives of Project	25	
Target Audience to address	20	
Key Messages	15	
Media Selection	20	
Budget	10	
Evaluation	15	
Grammar, punctuation, spelling, style	20	
Total Possible	150	

Team Score:

Agriculture Communications

Chapter Name: _____

Communications Project Presentation Scorecard

	Possible Score	Team Score
Professionalism <i>Appearance, poise and posture, attitude/confidence, demeanor, ethical concerns</i>	10	
Knowledge of Subject	15	
Power of Expression <i>Directness, sincerity, emphasis</i>	10	
Verbal Skills <i>Grammar, voice (quality, pitch, articulation, pronunciation, force)</i>	40	
Questions and Answers <i>Ability to answer questions on the presentation, which are asked by, judges indicating originality, familiarity with subject and ability to think quickly</i>	50	
Supporting Evidence <i>Examples that document the materials used to develop the project</i>	10	
Creativity and Innovation	15	
Total Possible	150	

Team Score:

Agriculture Communications

Chapter Name: _____

Team Total Scorecard

	Possible Score	Team Score
Communications Project Proposal	150	
Communications Project Presentation	150	
Editing Quiz	100 (25/member)	
Communications Quiz	100 (25/member)	
Total Possible	400	

Team Score: