

AGRICULTURAL COMMUNICATIONS

Adopted 6/2018

Purpose and Standards

The Agricultural Communications contest prepares students for careers in the agricultural business industry. Topics include a media plan, media pitch, editing exercise, communications quiz, and four practicums, including: web design, video production, journalistic writing, and opinion writing.

Foundation Standards: CCSS.ELA-LITERACY.W.9-10.9 CCSS.ELA-LITERACY.W.11-12.9

CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7

CCSS.MATH.CONTENT.HSS.ID.C.7 CCSS.MATH.CONTENT.HSS.IC.B.6

CCSS.MATH.CONTENT.HSN.Q.A.1

Agricultural Communications Pathway Standards: ABS.02.02, ABS.03.01, ABS.05.01, ABS.05.03

Contestants

A team must consist of four members. All team member scores will be used to calculate final score.

Classes

Class	Individual Points	Team Points
Media Plan		375
Media Plan - Proposal		200
Media Plan Pitch - Presentation		175
Tests		200
Communications Quiz	25	100
Editing Exercise	25	100
Practicums: (1 per team member)		400
Web Design Practicum	100	
Video Producer Practicum	100	
Journalistic Writing Practicum	100	
Opinion Writing Practicum	100	
TOTAL	150	975

Tie Breaker

Team tiebreakers will be settled in the following order:

1. Combined individual practicum rank score
2. Media Plan - Proposal rank
3. Media Plan Pitch - Presentation rank

Individuals tiebreakers will be settled in the following order:

1. Practicum score
2. Communications quiz score
3. Editing exercise score

Sub-contest Awards

Sub-contest awards will be given for high teams and individuals in the following areas:

1. High team awards for media plan.
2. High team and individual awards for tests.
3. Individual awards for each practicum (Web Design, Video Producer, Journalistic Writing, Opinion Writing). Team award for total high score in individual practicums.

Rules

- I. The media plan scenario will be announced by California Department of Agricultural Education state staff by October first of each year on www.calaged.org webpage for CDEs.
- II. Equipment Needed: Students must provide pens and pencils. For practicums, writers and designers are encouraged to bring laptop or other device for word processing or design.
 - A. Equipment provided:
 1. Easel
 2. Projector screen
 3. Table
 4. Note: Teams may bring additional equipment for the media plan presentation as long as

they are able to set up and tear down equipment in the time allowed for the presentation.

5. For practicums, members may be provided:

- a) PC computer
- b) Printer
- c) Blank paper
- d) Digital photographs
- e) Dummy text
- f) Logos
- g) Any other necessary materials

Team Activities

Agriculture-Related Media Plan (200 points/team)

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. Please reference the current event specifications on the CDE webpage. At the event, the team will make a pitch (oral presentation) of the media plan.

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

A. Tell a local FFA Story

- 1. The focus could include one of the following: FFA Chapter (2019), FFA Advisor (2021), State FFA Association, FFA Alumni/supporter.

B. Advocate the agricultural industry to consumers

- 1. The focus could include one of the following: Commodity (2020), Farmers market, Community garden, Farm to Table, identify a local opportunity for public relations not tied to FFA

III. A media plan is a written document that describes the following:

- A. Objectives: What the group wants to accomplish with the media plan.
- B. Target Audience: Description of who the client is trying to reach, including demographic data.
- C. Strategic plan and tactics: Ways in which the objectives can be accomplished, including social media plan
- D. Timeline: When the objectives will be accomplished.
- E. Evaluation: How the results will be measured.
- F. Budget: Teams may not go over a maximum of \$5,000.
- G. References: Reference material from National contest as posted on National FFA website will be used.

V. Guidelines for a media plan:

- A. Eight to ten typed pages not including cover page, table of contents, references or appendices.
- B. Double-spaced with 1" margins.
- C. Paginated (numbered pages not including cover page).
- D. 12-point Times New Roman font (not including display text or headings).
- E. Submitted electronically in PDF format to contest host.
- F. Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources.

VI. The media plan must include the following sections (points will be deducted for missing or incomplete sections):

A. Cover page

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

B. Table of contents

C. Introduction and Overview

- 1. Two-page maximum.
- 2. Introduction - Introduction – A brief background of the issue/topic and a statement of the problem establishing the need for this media plan.

D. Overview

- 1. A brief preview of what is contained in the plan and how it will benefit the client.
- 2. Objectives of the media plan.

E. Audience

- 1. One-page maximum.
- 2. Who the client is trying to reach (target audience) with the media plan.
- 3. The demographic characteristics of the intended audience.
- 4. Note: teams may have a primary and a secondary audience.

F. Strategic Plan

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

G. Social Media Tactic of the Strategic Plan – A social media plan is required addressing the

following:

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

H. Timeline

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

I. Evaluation

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

J. Budget and Justification

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

K. Conclusion

1. One-page maximum.
2. 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.
3. Not a restatement of the introduction and overview.

L. References

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

M. Appendices

1. Include three to five examples in the appendices.
2. Examples of tactics include but are not limited to:
 - a) Broadcast advertising
 - b) Print advertising
 - c) Press releases
 - d) Fliers
 - e) Brochure
 - f) Web site
 - g) Blogging
 - h) Displays

N. Submission

An electronic copy of the media plan in PDF format (no larger than 20 megabytes) must be uploaded at least two weeks prior to the contest. Upload instructions will be provided by the contest site. A penalty of 10 percent of available media plan points will be assessed for any late submissions. If the document is not received seven days after the deadline, the team may be subject to disqualification.

Media Plan Pitch – Presentation (175 Points/Team)

- I. The team should present the media plan as if pitching it to the client identified in the scenario.
- II. The presentation should follow the structure of the written media plan.
- III. Teams should bring 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).
- III. Each team member must participate in the presentation.
- V. Each team will be allowed 15 minutes to present its 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.
- VI. Teams will have 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).
- VII. Provided equipment includes an easel, projector screen, and table.
- VIII. In the case of equipment failure, the team may be asked to move forward with the presentation.

- A back-up plan is recommended.
- IX. The team presentation will be conducted in two rounds, preliminary (three to five flights) and finals (one flight). The top team from each preliminary flight will advance to the final round.
- X. Preliminary presentation flights will be seeded by media plan scores. Flights are announced during the team orientation meeting at the start of the event.

Note: 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.

Individual Activities

TESTS

I. EDITING EXERCISE (25 POINTS/INDIVIDUAL; 100 POINTS/TEAM)

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 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.

II. COMMUNICATIONS QUIZ (25 POINTS/INDIVIDUAL; 100 POINTS/TEAM)

Each team member will complete a quiz that covers general knowledge of the agricultural communications industry. Questions may come from any section of the listed references excluding sports guidelines. Team members will NOT be able to use the style manual or a dictionary during this exercise.

III. PRACTICUMS (100 POINTS/INDIVIDUAL; 400 POINTS/TEAM)

A. 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 contest:

1. Web design
2. Video production
3. Journalistic writing
4. Opinion writing

B. 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.

C. 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. Students 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.

D. 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.

E. 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.

F. 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 will not be recording a voice track. Participants will have 90 minutes to complete the practicum. Students may be provided a laptop and will be working in Adobe Premiere Pro. Students will need to provide own headphones.

G. 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 90 minutes to complete the practicum. The activity will rotate annually from the following:

1. Feature story (2019)
2. Press release (2020)
3. News story (2021)

H. 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. The activity will rotate annually from the following:

1. A letter to the editor (300-500 words) (2019)
2. A blog post (250-300 words) (2020)
3. An op-ed (500-750 words) (2021)

Media Plan-Proposal Scorecard

Chapter:

Score Categories	Total Possible	Team Score
Plan includes all requirements: Cover page, titles and names on cover page, table of contents, does not exceed page limit, double spaced, one-inch margins, page numbers, required headings (-1 point per missing item)	10	
Proposal is relevant to scenario: Entire narrative focuses on addressing client's specific public communication needs.	10	
Overview (Executive summary): Adequately explains the plan without having to read the entire document.	10	
Introduction: Provides adequate background of the issue; clearly states the problem objectives and need for plan; describes how the plan will benefit the client.	15	
Description of audience: Clearly describes (including demographics) who is targeted with the media plan.	15	
Detailed strategic plan: Clearly states objectives; explains how objectives will be met; explains why chosen mediums are appropriate to meet objectives; describes how plan will be executed; clearly states and explains social media plan tactics.	30	
Timeline: Explains duration of plan and timing of media tactics.	10	
Evaluation: Proposes methods to determine if the objectives were met.	15	
Budget: Explains all costs associated with implementing the media plan.	20	
Conclusion:	10	
Appendices: Quality of communications documents (three required).	30	
Quality of writing: Grammar, spelling, punctuation, capitalization, sentence structure	25	

Total points earned out of 200 possible: _____

Media Plan Pitch-Presentation Scorecard

Chapter:

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points earned	Weight	Total Score
Examples	Examples are vivid, precise and clearly explained. Examples are original, logical, and relevant.	Examples are usually concrete, sometimes need clarification. Examples are effective, but need more originality or thought.	Examples are abstract or not clearly defined. Examples are sometimes confusing, leaving the listeners with questions.		X5	
Confidence in speaking	Speaks very articulately. Never has the need for unnecessary pauses or hesitation when speaking. Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent.	Sometimes speaks articulately. Occasionally has the need for a long pause or moderate hesitation when speaking. Speaks at the right pace most of the time, but shows some nervousness. Pronunciation of words is usually clear, sometimes vague.	Rarely articulate. Frequently hesitates or has long, awkward pauses while speaking. Pace is too fast; nervous. Pronunciation of words is difficult to understand; unclear.		X3	
Being detail oriented; provide details	Is able to stay fully detail-orientated. Always provides details that support the issue to communicate the key concepts of the plan; is well organized.	Is mostly good at being detail-oriented. Usually provides details that are supportive of the issue to communicate the plan; displays good organizational skills.	Has difficulty being detail-oriented. Sometimes overlooks details that could be very beneficial to the issue; not enough detail provided; lacks organization.		X3	
Speaking unrehearsed and natural	Speaks unrehearsed with comfort and ease. Speaks effectively without losing focus and with organized thoughts and concise answers.	Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure. Speaks effectively, but has to stop and think and sometimes gets off focus.	Shows nervousness or seems unprepared when speaking unrehearsed. Seems to ramble or speaks before thinking.		X3	
All team members participated	All team members took an active role in the presentation.	Two to three team members took an active role in the presentation.	One team member took an active role in the presentation.		X3	
Use of visual aids	Visual aids add clarity and support what is being said during the presentation.	Visual aids add some clarity and support to what is being said during the presentation.	Visual aids add little to no clarity and support to what is being said during the presentation.		X3	
Media plan	Key elements of the media plan are clearly communicated. Strong understanding of the chosen media is present.	Key elements of the media plan are vaguely communicated. Vague understanding of chosen media is present.	Key elements of the media plan are not communicated. Little to no understanding of chosen media is present.		X3	
Questions and answers	Correctly responds to judges' questions. Answers show familiarity with subject matter.	Is somewhat able to correctly respond to judges' questions. Answers show vague familiarity with subject matter.	Is unable to correctly respond to the judge's questions. Answers do not reflect any familiarity with subject matter.		X12	

Total points earned out of 175 possible: _____

Journalistic Writing Practicum Scorecard

Chapter:

Score Categories	High 5-4 Points	Middle 3-2 Points	Low 2-1 Points	Weight	Total Points
Lead/focus				X3	
Accuracy of information and quotes				X3	
Clarity and conciseness				X2	
Correct style (AP)				X2	
				X2	

Depth of coverage					
Header/headline				X2	
Grammar, spelling, punctuation and word choice				X2	
Organization and format				X2	
Accomplishment of purpose				X2	

Total points earned out of 100 possible: _____

Web Page Design Practicum Scorecard

Chapter: _____

Score Categories	Possible Score	Total Points
Overall attractiveness of site (color, font choice, readability, font size consistent)	20	
Technical skills specific to activity (outlined in event specifications)	20	
Use of design principles	15	
Neatness and creativity	15	
Choice and placement of photo(s) and graphic(s)	15	
Usability and navigation of site (links work, files named properly, links show up)	15	

Total points earned out of 100 possible: _____

Electronic Media Practicum Promotional Video Scorecard

Chapter: _____

Score Categories	Possible Score	Total Points
Solid promotional value	20	
	20	

Tells a story		
Use of provided materials (used numerous clips, no repeated shots, chose appropriate clips)	15	
Quality of video editing (no black flashes, jump cuts or other erratic movements)	15	
Audio editing (correct volume, no clipping, correct use of natural sound)	15	
Creativity	10	
Stayed within time limit	5	

Total points earned out of 100 possible: _____

Team Scorecard

Chapter:

Score Categories	Possible Score	Total Points
Practicum scores	400	
Media plan proposal	200	
Media plan presentation	175	
Test scores	200	
Communications quiz- 100 points (25 points/member)		
Editing exercise- 100 points (25 points/member)		

Total points earned out of 975 possible: _____