



NATIONAL  
FFA ORGANIZATION

6060 FFA DRIVE  
P.O. BOX 68960  
INDIANAPOLIS, IN 46268-0960

P | 317-802-6060  
F | 317-802-6090  
FFA.ORG

## Agriculture Communications 2017-2021 Topics

### *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 national event, the team will make a pitch (oral presentation) of the media plan.*

Scenarios are 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 (2017)
- FFA chapter (2019)
- FFA advisor (2021)

Advocate the agriculture industry to consumers

The focus could include one of the following:

- Farmer/rancher (2018)
- Commodity (2020)

#### PRACTICUMS

1. Web design - annual
2. Video producer - annual
3. Journalistic writers

The Journalistic practicum will rotate annually from the following:

- Press release (300 – 350 words) (2017, 2020)
- News story (300 – 350 words) (2018, 2021)
- Feature story (350 – 500 words) (2019)

4. Opinion writers

Opinion writers practicum will rotate annually from the following:

- A blog post (250-300 words) (2017, 2020)
- An op-ed (500-750 words) (2018, 2021)
- A letter to the editor (300-500 words) (2019)