

Agricultural Communications Career Development Event
Iowa FFA Association
2012-2013 Chairperson: Jenny Lichty

2013 Media Plan/Presentation Scenario
As outlined by the National FFA Organization for the 2013 CDE

2013 AGRICULTURAL COMMUNICATIONS CDE MEDIA PLAN SCENARIO

A local agricultural company or organization, such as Farm Bureau, a farmer's market or a co-op, has contacted your chapter, to create a media plan to help develop membership or promote an event. Your chapter can decide what the membership goal or event will be. You have a \$25,000 budget for this media plan.

2013 Practicum Specifications
As outlined by the National FFA Organization for the 2013 CDE

DESIGNERS

Activity: Magazine Layout, Double-spread

Software: Adobe InDesign

Technical skills being judged:

Appropriate design based on topic – 10 points

Understanding and use of statistics and data – 10 points

Analyze information presented to develop a headline – 10 points

Writing and editing – 15 points

Students will edit the article as necessary for space.

Photo captions will also be written for chosen placed photo.

Special notes: Students must start from a blank document. Templates will not be allowed.

Page size is 48p x 65p. All designers must turn in a flash drive before the press conference on Monday.

ELECTRONIC MEDIA SPECIALISTS

Activity: Social Media Plan

Software: Microsoft Word

Technical skills being judged:

Clearly state objectives relevant to topic – 10 points

Appropriate use of social media – 10 points

Effective use of medium – 20 points

Variety of social media outlets used to meet objectives

Special notes: Students must start from a blank document. Templates will not be allowed.

WRITERS

Activity: News Story

Software: Microsoft® Word

Special notes: Students must start from a blank document. Templates will not be allowed.

2014 Agricultural Communications CDE Media Plan Scenario

As the communications committee of your chapter you have been approached by the members to help develop publicity for a FFA service project. Your chapter can decide what the project will be. You have a \$5,000 budget for this media plan. Be sure the plan focuses on promotion of the project.

2014 Agricultural Communications CDE Practicums

Design

- Activity: One Page Flier
- Software Available: most recent version of Adobe Creative Suites – InDesign, Photoshop, Illustrator
- Specific technical skills for practicum:
 - Appropriate design for topic-10 points
 - Flier will effectively promote speaker/speaker's organization-10 points

Electronic Media Specialist

- Activity: Blog
- Software Available: Microsoft Word, Photoshop, Illustrator
- Specific technical skills for practicum:
 - Promotes the speaker/speaker's organization- 15 points
 - Written in a style typical of a blog- 5 points

Writer

- Activity: Feature Story
- Software Available: Microsoft Word

Agricultural Communications Career Development Event
Iowa FFA Association
2014-2015 Chairperson: Jenny Lichty

2015 Media Plan/Presentation Scenario
As outlined by the National FFA Organization for the 2015 CDE

2015 AGRICULTURAL COMMUNICATIONS CDE MEDIA PLAN SCENARIO

As the communications committee of your chapter, you have been approached by the members to help develop publicity for an innovative agricultural practice in your school, region or state (it can be a company, group, organization, practice, class project or technology that is being developed). Your chapter can decide what the project will be. You have a \$10,000 budget for this media plan. Be sure the plan focuses on promotion of the project.

2015 Practicum Specifications

Outlined by National FFA Organization for the 2015 CDE with adaptations for the Iowa CDE

DESIGNERS

Activity: 11”x17” Poster

Output File: PDF, JPEG

Suggested Software: Adobe InDesign, Photoshop, Illustrator

Technical skills being judged:

Appropriate design based on topic – 10 points

Flier will effectively promote speaker, speaker’s organization and/or topic – 10 points

Special notes: Students must start from a blank document. Templates will not be allowed. All designers must turn in a flash drive before the press conference on Monday.

ELECTRONIC MEDIA SPECIALISTS

Activity: Promotional Video

Output File: .MOV, .MPEG4, .MP4, .AVI, .WMV, MPEG-2

Suggested Software: Adobe Cloud Premiere and Adobe Photoshop

Additional Equipment: Headphones

Technical skills being judged:

Promotes the speaker or speaker’s organization – 10 points

Demonstrates good video production quality (no black flashes, jump cuts, sudden movements or shaky video; and has consistent audio) – 10 points

Special notes: Students must start from a blank document. Templates will not be allowed. All electronic media specialists must turn in a flash drive before the press conference on Monday.

WRITERS

Activity: Press Release

Output File: .doc, .docx, .pdf, .pages

Suggested Software: Microsoft Word, iWork Pages, Google Doc

Special notes: Students must start from a blank document. Templates will not be allowed.

2016 Media Plan/Presentation Scenario

As outlined by the National FFA Organization for the 2016 CDE

2016 AGRICULTURAL COMMUNICATIONS CDE MEDIA PLAN SCENARIO

As the communications committee of your chapter you have been approached by the members to help develop publicity for an innovative agricultural practice in your school, region or state (it can be a company, group, organization, practice, class project or technology that is being developed). Your chapter can decide what the project will be. You have a \$10,000 budget for this media plan.

Be sure the plan focuses on promotion of the project.

2016 Practicum Specifications

As outlined by the National FFA Organization for the 2016 CDE with adaptations for the Iowa CDE

Use of internet for sourcing external content is NOT allowed for any practicums.

DESIGNER

- *Activity:* Magazine Cover Layout
 - *Suggested Software:* Adobe InDesign, Photoshop, Illustrator; Microsoft Publisher, PowerPoint; Google Slides, Draw
- ***All final projects must be submitted as a PDF or JPEG file. Templates will not be allowed!
- *Specific technical skills for design practicum:* Magazine Cover will effectively promote speaker, organization and/or topic, overall aesthetics of design, use of graphic design principles, neatness and creativity, choice and placement/cropping of photo(s) and graphics, writing and editing (specific to activity)

ELECTRONIC MEDIA SPECIALISTS

- *Activity:* Produce a 30 – 60 second Promotional video
Students will be given a selection of video clips, photos, and music and will create a 30 to 60 second video that promotes the client's product or service. Students will not be recording a voice track.
 - *Suggested Software:* Adobe Cloud Premiere and Adobe Photoshop; Windows Movie Maker; iMovie
- ***All final projects must be submitted as a .MOV, .MPEG4, .MP4, .AVI, .WMV, MPEG-2
- *Specific technical skills for EM practicum:* Promotes the speaker or speaker's organization, demonstrates good video production quality (no black flashes, jump cuts, sudden movements, or shaky video; and has consistent audio), power of expression, creativity, clarity of communication, organization and format, accuracy of information.

WRITER

- *Activity:* News release
Students will receive a speaker's bio, a fact sheet based on the press conference topic, and will be asked to utilize their own notes from a press conference to write a news release.
- *Suggested Software:* Microsoft Word
- *Specific technical skills for writing practicum:* Lead/focus, accuracy of information and quotes, clarity and conciseness, correct style (AP), depth of coverage, header/headline, grammar, spelling, punctuation and word choice, organization and format