



IOWA

FFA ASSOCIATION

AG COMMUNICATIONS **Career Development Event** **This is a Skills CDE**

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**AG SKILLS CAREER DEVELOPMENT EVENT
GENERAL POLICIES, RULES, RESULTS AND STANDARDS**

***Violations of any of the following rules may be grounds for the disqualification of the participants.**

I. Board Policies

The following board policies (<http://www.iowaffa.com/ffaboardpolicies.aspx>) apply directly or in part to Skills CDEs:

- Board Policy #2: Changes in Judging Event Answer Keys
- Board Policy #3: Changes to Judging Event Results
- Board Policy #11: Substitution of Team Members
- Board Policy #25: Advancement of Teams to National FFA Competition
- Board Policy #27: Use of Electronic Storage/Transmission Devices

II. Eligibly of Chapters and Participants

1. Each state event is open to all FFA chapters in good standing with the Iowa FFA Association. (Exception: Soils Career Development Event is open to the top five teams from each district competition.)
2. Local FFA advisors or their designee entering teams in the state event must register their intent to have a team on Iowa FFA On-Line (<http://anfmp01.dmac.edu/fmi/webd#>) by the due dates and registration fees listed below:
 - a. Before 14 days prior to the event No Charge
 - b. Between 14 days prior and day of the event \$50.00An invoice will be sent to the chapter for the appropriate entry fees at the end of the season.
3. A chapter may enter a separate team in each event held on a particular day. However, no member may participate in more than one Ag Skills Career Development Event on a particular day.
4. After an FFA Advisor registers the chapter's intent to enter a team, the names of the team members are expected to be entered on the Iowa FFA On-Line (<http://anfmp01.dmac.edu/fmi/webd#>) by noon three days prior to the event. Any member not listed on Iowa FFA On-Line will need to be registered as an FFA member using the National FFA MyFFA Account (<https://www.ffa.org>). Changes to online entries may be made the day of the event. State and National FFA Dues will be invoiced in accordance with Iowa FFA Association policies and by-laws.
5. A participant, at the time of his/her participation in the state event and selection as a national team member, must:
 - a. Be a current bona fide dues paying FFA member in good standing with the local chapter, state FFA Association and the National FFA Organization at the time of the career development event in which he/she participates.
 - b. Be a middle school or high school FFA member, (a graduating senior is considered eligible to compete in state and national career development events up to and including their first national convention following graduation). Middle school refers to students in grades 7-8 and high school refers to students in grades 9-12.
 - c. Have been enrolled in high school Agricultural Education during the current/most recent school year with the following exceptions: Meats, Livestock, Dairy Cattle and Milk Quality & Products-must have been enrolled the previous school year or be in grades 8-12 for the current year.
 - d. Currently be an active FFA member of the chapter making entry into the event.
6. A member may not participate in both a state 4-H and state FFA Career Development Event when said events are held on the same day.
7. Participation in one Ag Skills Career Development Event of its type will not exclude an active FFA member from participating in the future Ag Skills Career Development Event, if the participant still qualifies as a middle school or high school FFA member (Rule 5b) providing he/she was not on a state championship FFA CDE team or a national FFA participant in the said event.
8. No student may participate in more than one Career Development Event each year at the national level.

9. For the Soils Career Development Event, each district FFA advisor must email all results including a list of participants for each of the top five teams to the State FFA Executive Director within one business day of the district event.

III. Event Room Conditions

10. Accommodations for participants can be made upon request of the FFA Advisor. The accommodation form must be submitted no less than 14 days prior to the respective event.
11. Any communication, verbal or non-verbal between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communication between team members during the team activity portion of a given career development event.
12. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.
13. No extra FFA members or other persons are permitted to view the state event until the completion of the event. The only people allowed in the event area during the event are participants and designated event workers. Observers and FFA advisors who are not working with the event will not be permitted in the event area while the event is in progress. The following are exceptions to this rule: the presentation portions of the Marketing Plan CDE and Ag Communications CDE at the Iowa FFA Leadership Conference.

IV. Participant Assignments

14. Each participant will be given an individual ID number by which he/she will be designated throughout the event. Contestant badges with identification numbers may be issued.
15. Teams will be divided into groups for individual activities. When possible, groups will be assigned to avoid having two participants on the same team in the same group.
16. Each participant will work on an individual basis throughout the event except during the FFA chapter team activity. Each team will submit one score card or product per team for the team activity.

V. Equipment and Dress Code

17. Participants are urged to bring and use clipboards during events to facilitate the holding of placing and grading cards. The clipboards are to be clean and free of markings. A few sheets of blank paper will be permitted for taking notes and recording results.
18. Calculators may be used with the Career Development Events. They must be battery or solar operated, non-programmable and silent, unless otherwise listed in the specific Career Development Event rules.
19. Items needed for specific phases of a Career Development Event will be noted under their specific rules.
20. Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events found in the Official FFA Manual (<https://www.ffa.org/about/who-we-are/official-manual>).
21. Official FFA dress is expected for all participants when appropriate. If official dress is not appropriate, official casual dress should be worn. Official casual dress shall consist of 1) FFA t-shirt or polo shirt and 2) khaki or nice denim pants or shorts.

VI. Event Results

22. In the event that ALL participants' scores are incorrect the board reserves the right to correct the results.
23. Each FFA advisor will receive the judging cards, score cards, answer sheets and results following a career development event and the presentation of awards. FFA advisors are not permitted to pick up event packets until after the awards presentation.

VII. AFNR Career Cluster Content Standards

AFNR Content Standards are specifically outlined within each respective Skills CDE.

Ag Communications

2020 Chairperson: Emily Lair, Ames

Scoring Coordinator: Caryn Robinson, Graettinger

Committee: Brad Taylor, Story City; Katelyn Anderson, Ogden

I. Overview

The purpose of the agricultural communications career development event is to excite and inspire students to develop basic skills relevant to the agricultural communications industry. Students will be equipped with strong communication skills and will have developed the ability to work collaboratively to effectively communicate and advocate for the industry of agriculture.

II. AFNR Content Standards

ABS.01. Standard: Apply management planning principles in AFNR businesses.

ABS.01.02. Indicator: Read, interpret, evaluate and write statements of purpose to guide business goals, objectives and resource allocation.

ABS.04. Standard: Develop a business plan for an AFNR business.

ABS.04.03.01. b. Intermediate Measurement: risk management strategies for AFNR businesses (e.g., cash flow projection, analyze market trends, etc.).

ABS.04.03.01. c. Advanced Measurement: Determine methods to match risk management strategies to risk situations in an AFNR business.

ABS.05. Standard: Use sales and marketing principles to accomplish AFNR business objectives.

ABS.05.01. Indicator: Analyze the role of markets, trade, competition and price in relation to an AFNR business sales and marketing plans.

ABS.05.02. Indicator: Assess and apply sales principles and skills to accomplish AFNR business objectives.

ABS.05.03. Indicator: Assess marketing principles and develop marketing plans to accomplish AFNR business objectives.

ABS.05.03.03. a. Indicator: Research and summarize the purpose, components and process to develop marketing plans for AFNR businesses.

ABS.05.03.03. b. Intermediate Measurement: Perform a market analysis to gather information for marketing plans for AFNR businesses (e.g., evaluation of competitors, customers, domestic and international policy, regulations and rules, standards, etc.).

ABS.05.03.03. c. Advanced Measurement: Construct comprehensive marketing plans for AFNR businesses.

III. Event Rules

- A. Team members will work together to prepare a written media plan prior to state leadership conference. All written proposals should be submitted electronically to the FFA Enrichment Center by April 1st. The team will be responsible for presenting the plan at the state event and completing individual practicums.
- B. Each school shall enter a team composed of four participants. Team members must all be members of the same FFA chapter. During the practicum portion of the event, one team member will be responsible for completing the journalistic writing activity, one team member will be responsible for completing the opinion writing activity, one team member will be responsible for completing the video production activity and one team member will be responsible for completing a web design activity.
- C. Official FFA dress is required for all participants.
- D. All material will be student produced and verified by the instructor/coach.
- E. All portions of the event are closed. Only team members, judges and room chairpersons are allowed in the event rooms with the exception of the press conference.
- F. Schedule – the Iowa Agricultural Communications CDE will take place during the State Leadership Conference. Participants must report to the event site at the designated time and location.

IV. Event Format

- A. The Iowa Agricultural Communications CDE will follow the same event specifications as the National Agricultural Communications event. The specifications will outline the scenario to be used for the media plan and presentation.
- B. Equipment:
 1. *Needed:* Students must provide writing utensils and paper to take notes on (during press conference). Students must also provide their own computers and software to use during practicums.
 2. *Provided:* Specialized equipment listed below:
 - a. For team presentations: projector screen and table. **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.
 - b. For practicums: Printer, blank paper, digital photographs, dummy text, logos and any other necessary materials.
- C. Team Activities
 1. *Agriculture-related Media Plan (200 points/team)*
 - a. 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. Current event specifications will be posted on the Iowa FFA Association webpage. At the state event, the team will make an oral presentation of the media plan.
 - b. A media plan is a written document that describes the following:
 - i. Objectives: What the group wants to accomplish with the media plan.
 - ii. Target Audience: Description of who the client is trying to reach, including demographic data.
 - iii. Strategic plan and tactics: Ways in which the objectives can be accomplished.
 - iv. Timeline: When the objectives will be accomplished.
 - v. Evaluation: How the results will be measured.
 - vi. Budget: How much the plan will cost.
 - vii. References: All resources that were used to gather information
 - c. Guidelines for media plan:
 - i. The media plan should be:
 - Eight to ten typed pages not including cover page, table of contents, references or appendices.
 - Double-spaced with 1" margins.
 - Paginated (numbered pages not including cover page).
 - 12-point Times New Roman font (not including display text or headings).
 - Submitted electronically in PDF format to the Iowa FFA Association by the designated deadline at www.iowaffa.com.
 - Formatted and edited accordingly to the *Publication Manual of the American Psychological Association (APA)* when citing sources.
 - ii. The media plan must include the following sections (points will be deducted for missing or incomplete sections):
 - **Cover page:**
 - Must include the title of the media plan, CDE name, chapter name, team member names and year.
 - May include a creative design.
 - Table of Contents
 - Introduction and Overview
 - Two pages minimum
 - *Introduction* – a brief background of the issue/topic and a statement of the problem establishing the need for this media plan.

- *Overview* – a brief preview of what is contained in the plan and how it will benefit the client; objectives of the media plan
- Audience – 1 page maximum
 - Who the client is trying to reach (target audience) with the media plan.
 - The demographic characteristics of the intended audience.
 - Note: teams may have a primary and secondary audience
- Strategic Plan – 3-4 pages maximum
 - Key messages or themes to communicate to the audience.
 - Explanation of how the objectives will be met.
 - Plan to attract media attention using social media.
 - Description of how the plan will be executed.
- Social media tactic of the strategic plan. A social media plan is required that addresses the following items:
 - Social media platforms to be used
 - Plan to gain followers
 - Plan to engage followers
 - General idea for the messages to be posted
 - One-page example post must be provided in the appendix (can include Facebook posts, tweets, Instagram photos and others)
- Timeline – 1 page maximum
 - Explanation of the duration of the plan and the timing of the media tactics.
- Evaluation – 1 page maximum
 - Description of proposed methods to determine if the media plan objectives were met.
 - What are the key performances? (How will you measure that you are successful?)
 - Examples may include number of participants, impressions, likes, shares, retweets, circulation of publications and number of video views.
- Budget and justification – 1 page maximum
 - Table of all costs associated with implementing the media plan.
 - Explain why you have allocated the amount for each activity
- Conclusions – 1 page maximum
 - 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.
 - Not a restatement of the introduction and overview.
- References
 - Formatted and edited according to the Publication Manual of the American Psychological Association (APA).
 - Appendices/Examples
 - One page of social media posts
 - Three to five other communication examples
 - Suggestions include mock up or example of website, links to student-created video, press releases, blogs and op-eds
 - Appendices
 - Include three to five examples in the appendices
 - Examples of tactics include but are not limited to: broadcast advertising, print advertising, press releases, flyers, brochures, websites, blogging, and displays
- Submission
 - An electronic copy of the media plan in PDF format (no larger than 20 megabytes) must be submitted on or before April 1. A penalty of 10 percent will be assessed for documents received after the deadline. If the document is not received seven days after the deadline, the team may be subject to disqualifications.

2. *Media Plan Pitch – Presentation (175 points/team)*

- a. The team should present the media plan as if pitching it to the client identified in the scenario.
- b. The presentation should follow the structure of the written media plan.
- c. Teams are encouraged to 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, web site, blogging and displays).
- d. Each team member must participate in the presentation.
- e. 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.
- f. Following the presentation, judges will be allowed five minutes to ask questions.
- g. Teams will have a total of 10 minutes for setting up and tearing down equipment (e.g. 5 minutes to set up and 5 minutes to tear down).
- h. Provided equipment includes a projector screen and table.
- i. In the case of equipment failure, the team may be asked to move forward with the presentation. A back-up plan is recommended.
- j. The team presentation will be conducted in two rounds: preliminary (two to three flights) and finals (one flight). The top two teams from each preliminary flight will advance to the final round.
- k. Preliminary presentation flights will be seeded by media plan scores.
- l. **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.

D. Individual Practicums (100 points/individual; 400 points/team)

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 event:

1. Web Design
2. Video Producer
3. Journalistic Writer
4. Opinion Writer

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.

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 need to bring paper and a writing utensil to take notes if they wish. **NO ELECTRONIC DEVICES WILL BE ALLOWED DURING PRESS CONFERENCE** including but not limited to cell phones, recorders and laptops. After the 20-minute presentation, a 10-minute question and answer period with the expert (speaker) will take place. Each member will stand to be recognized before asking a question; however, the expert will attempt to address as many different members as possible. Upon completion of the 10-minute question and answer session, all participants will be dismissed to complete their assigned practicums.

1. 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 60 minutes to complete the practicum.
2. 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. Students will need to provide their own headphones for this practicum in addition to the computer with video production software.

3. **Journalistic Writer:** 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. The activity will rotate annually from the following:
 - a. Press Release (2017, 2020)
 - b. News Story (2018, 2021)
 - c. Feature Story (2019)
4. **Opinion Writer:** 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. The activity will rotate annually from the following:
 - a. A Blog Post (250-300 words) (2017, 2020)
 - b. An Op-Ed (500-750 words) (2018, 2021)
 - c. A Letter to the Editor (300-500 words) (2019)

V. Event Resources

This list of references is not intended to be all-inclusive. Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation.

- A. National FFA Core Catalog – Past CDE Material (<http://shop.ffa.org/cde-qas-c1413.aspx>)
- B. *Association Press Stylebook and Libel Manual*
- C. Microsoft® Office computer program
- D. Adobe® Creative Suite (most current edition)
- E. Bivins, T. *Public Relations Writings: The Essentials of Style and Format*, 4th edition. McGraw-Hill Higher Education, ISBN 0-844-20351-3.
- F. Harrower, T. *Newspaper Designer’s Handbook*, 5th edition. McGraw-Hill Higher Education, ISBN 0-07-249291-0.
- G. Kalbfeld, B. *Associated Press Broadcast News Handbook*. McGraw-Hill Higher Education, ISBN 0 -07-136388-2.
- H. Telg, R. and T. Irani. *Agricultural Communication in Action: A Hands-On Approach*, 1st edition. Cengage/Delmar Publishing, ISBN 1111317143.

VI. Scoring and Ranking of Teams and Individuals

- A. Participants will be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judge’s ranking of each participant shall then be added, and the winner will be that participate whose total ranking is the lowest. Other placings will be implemented to maintain point value emphasis between individual and team events. The criteria and points can be found on the scorecards.

<u>Phase</u>	<u>Individual Points</u>	<u>Team Points</u>
Media Plan Proposal		200
Media Plan Pitch-Presentation		175
Practicums	100	400
Writer Practicum		
Opinion Practicum		
Video Practicum		
Web Design Practicum		
Total Points Possible	100	775

- B. Tiebreakers
 - 1. Team tiebreakers will be settled in the following order:
 - a. Combined individual practicum rank score
 - b. Proposal rank
 - c. Presentation rank
 - 2. Individual tiebreakers will be settled in the following order:
 - a. Practicum score

VII. Awards

Awards Sponsored through the Iowa FFA Foundation

Champion Team	Cash Award for Travel to National Convention
Reserve Champion Team	Plaque
Top 10 Teams	Rosettes
Members of Top 10 Teams	Rosettes
Practicums Top Individual Each Area (4)	Plaques
Practicums Top Team	Plaque
Media Proposal Top Team	Plaques
Media Presentation Top Team	Plaques
All Teams/Individuals	Certificates

All awards are subject to available sponsorship.

VIII. Event Materials

- A. Event Scenario & Specifications
- B. Media Plan Proposal Scorecard
- C. Media Plan Presentation Rubric
- D. Writer Practicum Scorecard
- E. Electronic Media Practicum Scorecard
- F. Design Practicum Scorecard
- G. Team Scorecard

2020 Media Plan/Presentation Scenario
As outlined by the National FFA Organization for the 2020 CDE

2020 AGRICULTURAL COMMUNICATIONS CDE MEDIA PLAN SCENARIO

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. The 2020 event will advocate the industry of agriculture and will focus on a commodity. The media plan is a written document that describes the following:

- *Objectives:* what the group wants to accomplish with the media plan.
- *Target Audience:* description of who the client is trying to reach, including demographic data
- *Strategic plan and tactics:* ways in which the objectives can be accomplished.
- *Timeline:* when the objectives will be accomplished.
- *Evaluation:* how the results will be measured
- *Budget:* teams may not go over a maximum of \$5,000
- *References*

At state convention, the team will make a pitch (oral presentation) of the media plan.

2020 Practicum Specifications
Outlined by National FFA Organization for the 2020 CDE with adaptations for the Iowa CDE

WEB DESIGNERS

Activity: WordPress site

Output File: PDF, JPEG

Objective: to communicate the press conference speaker's organization through appropriate design, navigation and use of provided photos and graphics

Special notes: Designers may use the provided WordPress templates or customize the template.

VIDEO PRODUCER

Activity: 60-90 second promotional video

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

Suggested Software: Adobe Cloud Premiere

Additional Equipment: Headphones

Objectives: to utilize selection of video clips, photos, and music to create a video that promotes the client's product or service

JOURNALISTIC WRITERS

Activity: Press Release (250-300 words)

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

Suggested Software: Microsoft Word, iWork Pages, Google Doc

Objectives: to write a journalistic piece based on the press packet and information gathered in the press conference that has a strong focus and lead and includes a headline

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

OPINION WRITERS

Activity: Blog Post (250-300 words)

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

Suggested Software: Microsoft Word, iWork Pages, Google Doc

Objectives: to write a piece that takes a position and support with evidence based on the press packet/conference; to write for an appropriate audience, have a strong focus and lead and includes a headline

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

**Agricultural Communications CDE
Media Plan Proposal Scorecard**

Chapter: _____

Criteria	Possible Score	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 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 reading the entire document	10	
Introduction Provides adequate background of the issue; clearly states the problem 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	30	
Timeline Explains duration of plan and timing of media tactics	10	
Method of 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	200	

Agricultural Communications CDE Media Plan Presentation Scorecard

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points Earned	Weight	Total Score
Examples	Examples are vivid, precise and clearly explained. Examples are original, logical and relevant.	Examples are usually concrete, sometimes needs 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.		X 5	
Confidence in speaking	Speaks very articulately without hesitation. Never has the need for unnecessary pauses or hesitations when speaking. Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent	Speaks articulately, but sometimes hesitates. 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.		X 3	
Being detail-oriented; provide details	Is able to stay fully detail-oriented. Always provides details which support the issue to communicate the key concepts of the plan; is well organized.	Is mostly good at being detail-oriented. Usually provides details which are supportive of the issue; 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		X 3	
Speaking unrehearsed and natural	Speaks unrehearsed with comfort and ease. Is able to speak effectively without losing focus and with organized thoughts and concise answers.	Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure. Is able to speak effectively, 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.		X 3	
All team members participated	All team members took an active role in the presentation.	Two or three team members took an active role in the presentation	One team member took an active role in the presentation		X 3	
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.		X 3	
Media Plan	Key elements of the media plan are clearly communicated. Strong understanding of 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.		X 3	
H. Questions and Answers	Is able to correctly respond to judges' question. 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 judges' questions. Answers do not reflect any familiarity with subject matter.		X 12	
TOTAL POINTS					175	

Agricultural Communications CDE Media Plan Presentation

Finals Round	1st Ranked Team	175	
	2 nd Ranked Team	172	
	3 rd Ranked Team	169	
	4 th Ranked Team	166	
	5 th Ranked Team	163	
	6 th Ranked Team	160	
Preliminary	3 rd Ranked Team from Flight	157	
	4 th Ranked Team from Flight	154	
	5 th Ranked Team from Flight	151	
	6 th Ranked Team from Flight	148	
	If more than 18 teams competing, three points will continue to be deducted per rank for all remaining teams		

Blue comment sheets will be used to identify each team’s strengths, weaknesses and comments. Judges will look for the following in the team presentation:

- Key elements of the media plan being clearly communicated with examples that are vivid, precise and clearly explained.
- Confidence in speaking and speaking unrehearsed and natural
- Being detail-oriented with details communicating the key concepts of the plan
- Visual aids add clarity and support what is being said
- Able to correctly respond to judges’ questions with familiarity of the subject matter

Journalistic Writing Practicum Scorecard

	High 5-4 points	Middle 3-2 points	Low 1-0 points	Weight	Total Points
Lead/Focus				X 3	
Accuracy of information and quotes				X 3	
Clarity and conciseness				X 2	
Correct style (AP)				X 2	
Depth of coverage				X 2	
Header/Headline				X 2	
Grammar, spelling, punctuation and word choice				X 2	
Organization and format				X 2	
Accomplishment of purpose				X 2	
Total points out of 100 possible					

Opinion Writing Practicum Scorecard

	High 5-4 points	Middle 3-2 points	Low 1-0 points	Weight	Total Points
Lead/Focus				X 3	
Accuracy of information and quotes				X 3	
Clarity and conciseness				X 2	
Correct style (AP)				X 2	
Takes a position that is supported with evidence				X 2	
Header/Headline				X 2	
Grammar, spelling, punctuation and word choice				X 2	
Organization and format				X 2	
Accomplishment of purpose				X 2	
Total points out of 100 possible					

Web Page Design Practicum Scorecard

	High 5-4 points	Middle 3-2 points	Low 1-0 points	Weight	Total Points
Overall attractiveness of site (color, font choice, readability, font size consistent)				X 4	
Technical skills specific to activity -Outlined in event specifications				X 4	
Use of design principles				X 3	
Neatness and creativity				X 3	
Choice and placement of photo(s) and graphic(s)				X 3	
Usability and navigation of site (links work, files named properly, links show up)				X 3	
Total points out of 100 possible					

Electronic Media Practicum Promotional Video Scorecard

	High 5-4 points	Middle 3-2 points	Low 1-0 points	Weight	Total Points
Solid promotional value				X 4	
Tells a story				X 4	
Use of provided materials (used numerous clips, no repeated shots, chose appropriate clips)				X 3	
Quality of video editing (no black flashes, jump cuts or other erratic movements)				X 3	
Audio editing (correct volume, no clipping, correct use of natural sound)				X 3	
Creativity				X 2	
Stayed within time limit				X 1	
Total points out of 100 possible					

**Agricultural Communications CDE
Team Scorecard**

Name: _____

Chapter: _____

Criteria	Possible Score	Team Score
Journalistic Writer Practicum - <i>Individual</i>	100	
Opinion Writer Practicum – <i>Individual</i>	100	
Electronic Media Practicum - <i>Individual</i>	100	
Designer Practicum - <i>Individual</i>	100	
Media Plan Proposal - <i>Team</i>	200	
Media Plan Presentation - <i>Team</i>	175	
TOTAL POINTS	775	