IOWA
FFA ASSOCIATION

AG BROADCASTING
LEADERSHIP DEVELOPMENT EVENT

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LEADERSHIP DEVELOPMENT EVENT (LDE)
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 (https://www.iowaffa.com/about.aspx, "Governing Documents" link on the right) apply directly or in part to LDEs:

- Board Policy #2-2: Changes to Judging Event Results
- Board Policy #2-3: Use of Electronic Storage/Transmission Devices
- Board Policy #2-4: Substitution of Team Members
- Board Policy #2-5: Advancement of Teams to National FFA Competition

II. Eligibly of Chapters and Participants

A. Events are open to all FFA chapters in good standing with the Iowa FFA Association. The first qualifying level of participation varies among sub-district, district, and state levels. Refer to event specific rules to identify the initial level of participation.

B. It is recommended, but not required, to have local FFA advisors or their designee enter teams in the initial level of an event their intent to have a team on Iowa FFA On-Line (http://anfmp01.dmacc.edu/fmi/webd#) seven (7) days prior to the initial event.

C. Participants in the following events may compete in only one sub-district, one district and one state FFA event:

- Ag Broadcasting
- Ag CSI
- Ag Impact
- Ag Issues & Perceptions
- Ag Sales (Individual)
- Chapter Program
- Chapter Website (Event Day Presenter)
- Conduct of Meetings
- Experience the Action
- Extemporaneous Speaking
- FFA Creed Speaking
- Job Interview
- Parliamentary Procedure
- Public Speaking

D. Only one entry per chapter is permitted in each official event with the following exceptions: Ag CSI and Ag Impact. It is strongly recommended that local events be utilized to determine the local winner to broaden the base of competition at the local level.

E. After an FFA Advisor registers the chapter's intent to enter an event, it is suggested, but not required, to enter the names of the participants on Iowa FFA On-Line (http://anfmp01.dmacc.edu/fmi/webd#) by noon three (3) days prior to the event. Any member not listed on Iowa FFA On-Line will need to be registered as an FFA member on the National FFA Roster (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.

F. A participant, at the time of his/her participation in the state event and selection as a national team member, must:

1. 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 LDE in which he/she participates.
2. Be a middle school or high school FFA member. A graduating senior is considered eligible to compete in state and national LDEs 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.
3. Currently be an active FFA member of the chapter making entry into the event.

G. A member may not participate in both a state 4-H and state FFA event when said events are held on the same day.

H. If an entry in an LDE is not able to advance, the designated alternate(s) will become the participant(s).

I. Members are eligible to participate for up to two years in the following LDEs on the sub-district/district level. Once they have participated in one of those events on the state level they are ineligible to participate in that event in future years.

- Ag Broadcasting
- Ag CSI
- Ag Impact
- Ag Issues & Perceptions
- Ag Sales (Individual)
- Chapter Program
- Conduct of Meetings
- Experience the Action
- Extemporaneous Speaking
- FFA Creed Speaking
- Job Interview
- Parliamentary Procedure
- Public Speaking

J. At the Sub-District and District level, it is permissible to deliver the written materials to the Sub-District Advisor or District Advisor respectively. Written materials will be returned following the respective event and may be revised before the next event. Written materials advancing to the State event must be postmarked to the FFA Enrichment Center seven (7) business days following the District event. Events with written materials include:
   - Ag CSI
   - Ag Impact
   - Ag Sales (Individual)
   - Chapter Program
   - Experience the Action
   - Job Interview
   - Public Speaking

K. No student may participate in more than one LDE/CDE each year at the national level.
L. 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. Any assistance given to a team member from any source other than the LDE officials or assistants will be sufficient cause to eliminate the team from the LDE.
M. Proctors that are identified for online or virtual components shall have proper credentials to deliver educational programs to youth and shall not have a conflict of interest with participants in the event. The FFA advisor(s) and/or assistant FFA advisor(s) shall not serve as a proctor.
N. Participants shall not initiate contact with the judges. Doing so will result in a 5% deduction of points. Interactions allowed between the judges and participants are identified in each respective LDE's rules.
O. Items needed for specific phases of each LDE will be noted under their specific rules.
P. 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/official-manual/).
Q. 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.

III. Holding Room Operating Procedures

A. Only holding room supervisor(s) and FFA participants are allowed in the holding area while competitive events are in session.
B. Participants will be escorted to the bathroom by an official FFA student or courtesy corps member. If participants are in procession of electronic storage or transmission devices, participants will hand over technology to student escort during that time.
C. In case of emergency, the sub-district or district advisor will be notified immediately, as well as the participant's advisor(s) and holding room supervisors.
D. In the event of an emergency contact which must be made with a participant, the message will be relayed to the participant by means of the holding room supervisor(s), and/or the holding room supervisor accompanying the advisor(s) delivering the message.
E. In the event that participants are arriving late, the participants will be met at the main entrance of the event and escorted by an event official to the holding room area and immediately check in with the holding room supervisor(s). Allowance of a late arrival is at the discretion of the host advisor.

IV. Judging Results and Awards

A. All events at sub-district, district and state levels are to be judged on a group ranking basis of Gold Emblem, Silver Emblem, and Bronze Emblem. Members placing below the three rankings will be listed as participants. Only if a written rule is violated will a "participation" ranking be given. This will prevent that entry from advancing. If necessary for entry in a regional or national event, one or more of the winners will be selected.
B. First, second, and third place shall be designated in every event at the state level.
C. In sub-district, district and state events, effort will be made to secure three (Ag Sales and Job Interview events shall have four) qualified and impartial persons to serve as judges whose decisions shall be final.
D. Judges:
   1. Effort will be made to make the comments of judges on strong and weak features available to all advisors for their participants, after the placings have been made.
   2. Of all events should make every effort to supply comments on individuals and team events.
   3. Must obtain permission from the LDE Chairperson before issuing a "participation" rating.
E. The results of all district FFA events will be released only by the District FFA Advisor, upon completion of the events at the district level.

F. Results of sub-district, district, and state events are to be released to the press and radio services so that parents and others at home may know of the outcome of the FFA events at the earliest opportunity. Release dates should be STRICTLY observed.
G. All references to awards to be provided by the National FFA Foundation, Inc. or Iowa FFA Foundation, Inc., are tentative, pending final announcement by the organization.
H. Should an unusual interruption occur while an event is in progress it is expected that good judgment will be exercised in maintaining fairness to all participants.
I. Officer books advancing to the state level of competition will not be displayed at the district event in order to assist the district advisors in meeting their obligations to preserve the materials for further competition. They will be displayed at the state leadership conference.

V. <u>Video Recording</u>

A. Recording performances at the sub-district and district level is strictly prohibited.

B. Requests to record a performance at the state competition shall be submitted to state FFA staff for consideration at least 3 weeks before the event date.

C. Approval for a request to record a performance at state competitions shall be at the discretion of state FFA staff.

V. <u>AFNR Career Cluster Content Standards</u>

AFNR Content Standards are specifically outlined within each respective LDE.

Ag Broadcasting

2027 Chairperson: Molli Griffin, Kingsley
Committee: Jon Wimmer, Mapleton

I. Overview

This event is intended to foster an understanding and create an interest in the field of broadcast journalism.

This is a Sub-District, District & State Level Event.

II. AFNR Career Cluster Content Standards

CRP.01. *Standard*: Act as a responsible and contributing citizen and employee.
- **CRP.01.01.** *Indicator:* Model personal responsibility in the workplace and community.
- **CRP.01.02.** *Indicator:* Evaluate and consider the near-term and long-term impacts of personal and professional decisions on employers and community before taking action.
- **CRP.01.03.** *Indicator:* Identify and act upon opportunities for professional and civic service at work and in the community.

CRP.02. *Standard*: Apply appropriate academic and technical skills.
- **CRP.02.01.** *Indicator:* Use strategic thinking to connect and apply academic learning, knowledge and skills to solve problems in the workplace and community.
- **CRP.02.02**. *Indicator:* Use strategic thinking to connect and apply technical concepts to solve problems in the workplace and community.

CRP.04. *Standard:* Communicate clearly, effectively and with reason.
- **CRP.04.01.** *Indicator:* Speak using strategies that ensure clarity, logic, purpose and professionalism in formal and informal settings.
- **CRP.04.02.** *Indicator:* Produce clear, reasoned and coherent written and visual communication in formal and informal settings.
- **CRP.04.03.** *Indicator:* Model active listening strategies when interacting with others in formal and informal settings.

CRP.05. *Standard*: Consider the environmental, social and economic impacts of decisions.
- **CRP.05.01.** *Indicator*: Assess, identify and synthesize the information and resources needed to make decisions that positively impact the workplace and community.
- **CRP.05.02.** *Indicator:* Make, defend and evaluate decisions at work and in the community using information about the potential environmental, social and economic impacts.

CRP.06. *Standard:* Demonstrate creativity and innovation.
- **CRP.06.01.** *Indicator:* Synthesize information, knowledge and experience to generate original ideas and challenge assumptions in the workplace and community.
- **CRP.06.02.** *Indicator*: Assess a variety of workplace and community situations to identify ways to add value and improve the efficiency of processes and procedures.
- **CRP.06.03.** *Indicator:* Create and execute a plan of action to act upon new ideas and introduce innovations to workplace and community organizations.

CRP.07. *Standard*: Employ valid and reliable research strategies.
- **CRP.07.01.** *Indicator*: Select and implement reliable research processes and methods to generate data for decision-making in the workplace and community.
- **CRP.07.02.** *Indicator:* Evaluate the validity of sources and data used when considering the adoption of new technologies, practices and ideas in the workplace and community.

CRP.08. *Standard:* Utilize critical thinking to make sense of problems and persevere in solving them.
- **CRP.08.01.** *Indicator:* Apply reason and logic to evaluate workplace and community situations from multiple perspectives.
- **CRP.08.02.** *Indicator:* Investigate, prioritize and select solutions to solve problems in the workplace and community.
- **CRP.08.03.** *Indicator:* Establish plans to solve workplace and community problems and execute them with resiliency.

CRP.09. *Standard:* Model integrity, ethical leadership and effective management.
- **CRP.09.01.** *Indicator:* Model characteristics of ethical and effective leaders in the workplace and community (e.g. integrity, self-awareness, self-regulation, etc.).
- **CRP.09.02.** *Indicator:* Implement personal management skills to function effectively and efficiently in the workplace (e.g., time management, planning, prioritizing, etc.).

CRP.09.03. *Indicator:* Demonstrate behaviors that contribute to a positive morale and culture in the workplace and community (e.g., positively influencing others, effectively communicating, etc.).

CRP.10. *Standard:* Plan education and career path aligned to personal goals.

CRP.10.03. *Indicator:* Develop relationships with and assimilate input and/or advice from experts (e.g., counselors, mentors, etc.) to plan career and personal goals in a chosen career area.

CRP.10.04. *Indicator:* Identify, prepare, update and improve the tools and skills necessary to pursue a chosen career path.

CRP.11. *Standard:* Use technology to enhance productivity.

CRP.11.01. *Indicator:* Research, select and use new technologies, tools and applications to maximize productivity in the workplace and community.

CRP.11.02. *Indicator:* Evaluate personal and organizational risks of technology use and take actions to prevent or minimize risks in the workplace and community.

CRP.12. *Standard:* Work productively in teams while using cultural/global competence.

CRP.12.01. *Indicator:* Contribute to team-oriented projects and builds consensus to accomplish results using cultural global competence in the workplace and community.

CRP.12.02. *Indicator:* Create and implement strategies to engage team members to work toward team and organizational goals in a variety of workplace and community situations (e.g., meetings, presentations, etc.).

III. Event Rules

The rules governing Sub-District, District and State events, in addition to general rules for all LDEs, are as follows:

A. The broadcast must be five minutes in length, including the commercial. A range of 15 seconds before or after five minutes is acceptable. A one-half point per second of overtime (over 5:15) or under time (under 4:45) will be deducted from the score.

B. Participants have the option to hear themselves before the time starts in order to check their voice volume.

C. The participant must introduce himself/herself by their name and as being affiliated with the radio station KFFA. If the participant does not give their name, uses any other call letters, or no call letters in the presentation to identify the station, five points will be deducted from the score.

D. A 28-30 second commercial will be presented in the course of the broadcast. A one-half point per second of overtime and under time will be deducted from the score. See the resource information section for suggestions related to how to mention the sponsor name outside of the timed commercial.

E. The commercial sponsor can be mentioned out of the actual commercial utilizing the “mentioning a sponsor” section under resource information located later in these rules.

F. The commercial must not advertise any recognized commercial products. Fictitious product or services must be advertised. Any incidental duplication of existing products or services is up to the discretion of the judges. The commercial can be written prior to the event and may be taken into the event room and used in competition. **Live sound effects are allowed, but no taped sound effects may be used for the commercial broadcast. No drugs, tobacco or alcoholic beverages may be advertised. Failure to observe these rules will result in a participation rating.**

G. The timekeeper in the broadcasting room will show cards to indicate time in minutes remaining such as: (after the first minute) 4, 3, 2, 1, 30 seconds, and 15 seconds **OR** the timekeeper may use a digital time that is large enough for the participant to view. The timekeeper will announce time consumed at the conclusion of each presentation.

H. Actual radio copy will be used as event material. The participant may cut, paste or mark on the copy at his/her will. It is the responsibility of the participant to provide pens, paper, tape, highlighter and scissors to prepare the copy. No other materials except radio commercial will be permitted.

I. All participants will be given the same material. (NOTE: Participants will be given more material than is necessary.)

J. Participants will be given 30 minutes to prepare for their broadcast in a designated preparation room. It is suggested that participants bring a watch or stopwatch to use in the prep room.

K. The participant will perform in a room alone with the exception of a timekeeper. Judges and audiences will be seated in another room and will listen to the participant via a sound system (microphone in the participant’s room and a speaker in the other room). If necessary, a divider could be used to separate the participant from the judges. At the state level, the broadcast will be recorded strictly for the purpose of aiding the evaluation process of the judges.

L. The Iowa FFA Association will provide news copy for Sub-District, District, and State events.

M. The judges in each Sub-District shall designate the top two individuals to compete in the District event. The judges shall also name an alternate.
N. The judges in each District shall designate the top two individuals to compete in the State event. The judges shall also name an alternate.
O. The judges at the State level shall designate the top three individuals.

IV. Resource Information

News Stories: http://brownfieldagnews.com/category/news/
Markets: https://www.brownfieldagnews.com/ag-markets/
Weather: http://www.weather.gov/ (Enter zip code to get local forecast)

Mentioning a Sponsor:
In broadcasting, the sponsor's name (product or service featured in the commercial) is mentioned twice outside of the commercial. These are referred to as "opening and closing billboards." Using the Ag Markets report as the example, utilizing the "billboards" would be as follows:

- Opening billboard
- First part of the Ag Markets report
- Commercial
- Second part of the Ag Markets report
- Closing billboard

An example way to use an opening billboard would be "The Ag Report is brought to you by the Iowa FFA Association. To find out more about Iowa FFA, go to Iowa FFA dot com." An example way to use a closing billboard would be "The Ag Report has been brought to you by the Iowa FFA Association. To find out more about Iowa FFA, go to Iowa FFA dot com."

V. Awards

Sub-District:	Chapters:	FFA Certificate	(Available online)
	Individuals:	FFA Certificates	(Available online)
District:	Chapters:	FFA Certificate	(Available online)
	Individuals:	FFA Certificates	(Available online)
State:	Chapters:	FFA Certificate	(Available online)
	Individuals:	FFA Certificates	(Available online)
	Champion Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded after SLC)
	Reserve Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded after SLC)
	3rd Place Individual	Plaque	(Awarded on Stage at SLC)
	Gold Individuals:	CDE Pin	(Awarded in Chapter Packet at SLC)

All awards subject to available sponsorship.

VI. Event Hosting Guidelines/Checklists

Needed Materials Checklist:

____ Copies of News Copy
____ General Critique Forms on blue (1 copy x 3 judges x Total Number of Participants)
____ Ag Broadcasting Judges Score Form on white (1 copy x 3 judges x Total Number of Participants)
____ Ag Broadcasting Summary Form on yellow (1 copy)
____ 2 Tables for Judges
____ 3 Chairs for Judges
____ 1 Table for Contestant/Timekeeper
____ 2 Chairs for Contestant/Timekeeper
____ Microphone for Contestant in Separate Room from Judges
____ Speakers for Judges in Separate Room from Contestant
____ Set of Time Cards or Timing Display for Participant to View
____ 2 Stopwatch/Timing Devices
____ Pens/Pencils for Judges

Event Chairperson: Refer to the "Advisor's Handbook" for specific directions.

VII. Event Forms

Iowa FFA Association
FFA Enrichment Center
1055 SW Prairie Trail Parkway
Ankeny, IA 50023
www.iowaffa.com

Judge's Score Form

FFA Ag Broadcasting Event

Judge _____

* Deduct 5 points if the student uses any call letters other than KFFA or fails to identify himself/herself with call letters. Deduct .5 points per second of broadcast including commercial under 4:45 or over 5:15.

** Deduct .5 points per second of commercial under 28 seconds or over 30 seconds.

_____ **Sub-District of the _____ District (list)**

_____ **District (list)**

_____ **Date of Judging**

	School P.O. (Town)	Participants	News Presentation & Event: Program Development/ Editing, Gain Attention, Effective Use of Copy, Transition Uses, Organization	Delivery: Pronuciation, Articulation, Inflection, Emphasis, Vocal Rate & Quality	Commercial: Presentation, Voice Tone, Originality	Deductions: *Broadcast; **Commercial	TOTAL SCORE	Gold Emblem	Silver Emblem	Bronze Emblem	Participation	Advanced to Next Level
			40	40	20	* **	100					
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												
11												
12												

Judge's Ag Broadcasting FFA Event Summary

This form is to be used by Event Chairperson to report results of the judging.

Judge Names:

_____

_____

_____

Event: Ag Broadcasting

_____ Sub-District of _____ District

District/State: _____

Date of Event: _____

	School P.O. (Town)	Participant Name	Use letters to indicate ratings G - S - B - P			Total Points	G = Gold	S = Silver	B = Bronze	P = Participation	Advance to Next Event
			Judge 1	Judge 2	Judge 3						
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

4 Minutes Remaining

3 Minutes Remaining

2 Minutes Remaining

1 Minute Remaining

30 Seconds Remaining

15 Seconds Remaining

(Broadcast Now In Acceptable Range)