Agricultural Communications
CAREER DEVELOPMENT EVENT
GUIDE BOOK

GUIDE BOOK

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Communications Plan

STUDY GUIDE

PURPOSE

The primary purpose of a communications plan is to ensure effective and efficient communication with a target audience. It serves as a roadmap, outlining the strategies and tactics needed to achieve specific communication goals. A well-crafted communications plan helps to:

- Clarify Goals and Objectives: It defines what the communication aims to accomplish, whether it's raising awareness, changing behavior, or building relationships.
- Identify Target Audience: It helps pinpoint the specific group of people the communication is intended for, allowing for tailored messaging and channel selection.
- Develop Key Messages: It ensures that the core message is clear, concise, and consistent across all communication channels.
- Select Effective Channels: It determines the most suitable channels for delivering the message, whether it's social media, email, print, or video.
- Create a Timeline: It establishes a timeline for each communication activity, ensuring timely delivery of messages.
- Allocate Resources: It identifies the necessary resources, such as budget, personnel, and tools, to execute the plan.
- Measure and Evaluate: It sets metrics to track the effectiveness of the communication efforts and allows for adjustments as needed.

By following a well-structured communications plan, organizations can improve their brand reputation, enhance customer relationships, and achieve their strategic objectives.

Not all of these components are required by the National or Kansas FFA Agricultural Communications CDE. What follows is a communications plan template and example that follows the directions and rubric of the national CDE standards.

COMMUNICATIONS PLAN TEMPLATE

Overview *Set the expectation of what is included in the communications plan package*
- Project Title: [Project Title]
- Target Audience: [Clearly defined target audience]
- Cohesion: [Explain how the communication components included in the plan work together to deliver a central theme and specific call to action that resonates with the target audience]

Central Theme OR Controlling Idea *The concise and impactful statement that encapsulates the core message of the project*
- Central Theme: [Concise and impactful theme statement]
- Controlling Idea: [Clear and focused idea that guides the communication strategy]

Main Question or Narrative Inquiry *A thought-provoking question or story that interests the audience in the topic*
- Main Question: [Thought-provoking question that drives the communication]
- Narrative Inquiry: [Engaging narrative that frames the communication]

Call to Action *A clear and specific action you want the audience to take, e.g., donate, volunteer, sign a petition, change a habit, visit a place or website, etc.*
- Call to Action: [Specific, clear, and actionable call to action]

Feature Story
- Rationale and Goal: [Clearly articulate the purpose of the feature story]
- Relevance to Audience: [Explain how the story resonates with the target audience]
- Call to Action: [Specific, clear, and actionable call to action specific to the story]
- Alignment with Media Outlet's Mission: [Demonstrate how the story aligns with the media outlet's goals]

Magazine Layout
- Rationale and Goal: [Clearly articulate the purpose of the magazine layout]
- Relevance to Audience: [Explain how the layout is designed to appeal to the target audience]
- Alignment with Media Outlet's Mission: [Demonstrate how the layout supports the media outlet's goals]

Broadcast Production
- Rationale and Goal: [Clearly articulate the purpose of the broadcast production]
- Relevance to Audience: [Explain how the video or other broadcast appeals to the target audience]
- Alignment with Media Outlet's Mission: [Demonstrate how the video or other broadcast supports the media outlet's goals]

Social Media Plan
- Rationale and Goal: [Clearly articulate the purpose of the social media plan]
- Relevance to Audience: [Explain how the social media plan is composed to appeal to the target audience]
- Alignment with Media Outlet's Mission: [Demonstrate how the social media plan supports the media outlet's goals]

Conclusion *[Reiterate the explanation of cohesion included in the overview.]*

EXAMPLE COMMUNICATIONS PLAN

EXAMPLE SCENARIO

You are a communications specialist for Kanas State University Research and Extension. You have just attended a press conference describing ways for families to increase food safety at home. Based on the topic and the characteristics of the target audience, you are going to write a feature story, social media plan, design a magazine layout, and create a promotional video. The intended media outlet is Kanas State University Research and Extension, whose mission is to improves Kansans' lives, livelihoods and communities through education, research, engagement and leadership.

COMMUNICATIONS PLAN: SAFE FOOD, HEALTHY FAMILIES

Overview

- **Project Title:** Safe Food, Healthy Families: A Guide to Home Food Safety
- **Target Audience:** Kansas residents, particularly families with young children and older adults
- **Cohesion:** The communications plan aims to educate and empower Kansas residents to adopt safer food handling practices at home. By combining a variety of communication channels—a feature story, magazine layout, promotional video, and social media campaign—we will consistently reinforce key messages and motivate the target audience to take action. The cohesive theme of "Safe Food, Healthy Families" will be woven throughout all communication materials, emphasizing the importance of food safety in maintaining public health. This aligns with K-State Research and Extension's mission by providing practical, science-based information to improve the lives of Kansans.

Central Theme or Controlling Idea: Safe Food, Healthy Families.

Main Question or Narrative Inquiry
How can simple changes in kitchen habits significantly reduce the risk of foodborne illness and keep your family safe?

Call to Action
Adopt the four core food safety practices: Clean, Separate, Cook, and Chill.

EXAMPLE COMMUNICATIONS PLAN

SECTION BREAKDOWN

Feature Story

- **Rationale and Goal:** To provide in-depth information on food safety practices and address common misconceptions.
- **Relevance to Audience:** The story will resonate with families by focusing on real-life scenarios, such as a family vacation gone wrong due to food poisoning, or a local outbreak traced back to improper food handling at home. The story will also include expert tips and advice from K-State Research and Extension.
- **Call to Action:** Encourage readers to share the article with friends and family and adopt the four core food safety practices.
- **Alignment with Media Outlet's Mission:** The story aligns with K-State Research and Extension's mission by providing science-based information to improve the lives of Kansans. It addresses a pressing public health issue and offers practical solutions to reduce foodborne illness.

Magazine Layout Design

- **Rationale and Goal:** To create a visually appealing and informative layout that educates readers about food safety.
- **Relevance to Audience:** The layout will use a combination of text, images, and infographics to appeal to a diverse audience. For instance, a visually striking infographic can illustrate the "danger zone" temperature range where bacteria thrive. Additionally, the layout will feature a checklist of food safety tips that readers can easily reference.
- **Alignment with Media Outlet's Mission:** The layout aligns with K-State Research and Extension's mission by providing high-quality, informative content in a visually engaging format.

EXAMPLE COMMUNICATIONS PLAN

Broadcast Production - Promotional Video
- **Rationale and Goal:** To create a short, engaging video that summarizes key food safety tips and encourages viewers to adopt safer practices.
- **Relevance to Audience:** The video will use simple language and visuals to appeal to a broad audience, including those with limited literacy skills. We will use a relatable, yet credible character and short soundbites to help viewers remember the key messages. The video can feature a K-State Extension expert demonstrating proper food handling techniques.
- **Alignment with Media Outlet's Mission:** The video aligns with K-State Research and Extension's mission by providing practical, science-based information in a visually appealing and accessible format.

Social Media Plan
- **Rationale and Goal:** To leverage social media to reach a wider audience and engage them with timely food safety information.
- **Relevance to Audience:** The social media plan will utilize a variety of platforms, including Facebook, Instagram, and Twitter, to connect with the target audience. For example, create a series of short video clips demonstrating proper handwashing techniques or food storage methods. Additionally, use eye-catching visuals and interactive content, such as polls and quizzes, to encourage engagement
- **Alignment with Media Outlet's Mission:** The social media plan aligns with K-State Research and Extension's mission by using digital platforms to disseminate information and promote community engagement. It leverages the power of social media to reach a wide audience and encourage behavior change.

Conclusion
By combining these various communication channels, we will effectively reach our target audience and encourage them to adopt safer food handling practices. The cohesive theme of "Safe Food, Healthy Families" will be reinforced throughout all communication

Feature Story
STUDY GUIDE

WHAT IS A FEATURE STORY?

A **feature story** is an in-depth article that focuses on storytelling and human connection. Unlike hard news, which delivers timely facts, it uses narratives, emotions and detailed descriptions to engage readers in the topic.

Purpose — To tell a story that inspires, entertains, or informs
What makes it different from news?
- It's more detailed.
- It focuses on people, emotions, or experiences.
- It's written in a way that draws people in, like a good book or movie.

TYPES OF FEATURE STORIES

Feature stories come in various forms, each offering a unique way to inform and engage readers. While there are many different types of these stories, here are the most popular.

1 — **Profile Feature**
A deep dive into a person or group, highlighting their achievements, character and unique experiences to connect readers to their story.

2 — **Human-Interest Feature**
Highlights personal struggles, triumphs, or kindness to evoke empathy and connect readers to the human side of a story.

3 — **How-To Feature**
Offers practical advice or steps to educate and empower readers to complete tasks or improve skills.

4 — **News Feature**
Combines the timeliness of news with the depth of storytelling, exploring the "how and why" behind events to provide context and human interest.

FEATURE STORIES HAVE A SPECIAL STRUCTURE THAT HELPS THEM FLOW AND KEEPS THE READER INTERESTED.

1. Lead (The Hook) *The very beginning of your story. It's what grabs the reader's attention and makes them want to keep reading.*
- Types of leads
  - <u>Story Start:</u> Begin with a short, interesting story.
    - *Example:* "Every morning at 4 a.m., Emily Johnson feeds her calves, starting her day with a quiet moment before the chaos begins."
  - <u>Describe the Scene:</u> Use words to paint a picture.
    - *Example:* "The barn was quiet, except for the soft crunch of hay and the occasional moo of a hungry cow."
  - <u>Ask a Question:</u> Get the reader thinking.
    - *Example:* "Have you ever wondered what it takes to raise a grand champion pig?"

2. Nut Graf (What's It About?) *After the lead, you explain what the story is about and why it matters.*
- *Example:* "Emily's early mornings aren't just about caring for animals—they're part of a bigger journey to becoming a leader in agriculture."

3. Body (The Main Part) *This is where you tell the full story, step by step.*
- Include:
  - <u>Details:</u> Describe what's happening so the reader feels like they're there.
    - *Example:* "She carefully tied the calf's halter, talking softly to keep it calm as the sunlight streamed into the barn."
  - <u>Quotes:</u> Use people's own words to make the story feel real.
    - *Example:* "'Raising animals teaches you responsibility,' Emily said. 'It's hard work, but I love it.'"
  - <u>Sections:</u> Break the story into parts to make it easier to read.

4. Conclusion (The Ending) *Wrap up the story in a way that leaves an impression.*
- Ways to end:
  - <u>Circle Back:</u> Refer to the beginning.
    - *Example:* "As Emily finishes her day, she looks forward to another early morning, knowing it's all worth it."
  - <u>Reflection:</u> Share a final thought.
  - <u>Call to Action:</u> Encourage readers to do something or think differently.

TIPS FOR FEATURE STORY WRITING

KEEP IT NARROW

A great feature story focuses on one main idea. Don't try to cover everything — pick one event or person to keep the story clear and engaging
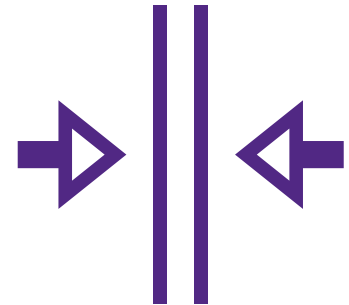
SHOW, DON'T JUST TELL:

Instead of just saying something, describe it so the reader can picture it. For example, instead of saying "She was nervous," show it by describing how her hands shook.

ORGANIZE FOR FLOW

Organize your story to flow smoothly. Start strong, add details in the middle, and finish with a clear conclusion. Use transitions or subheadings to guide the reader through.
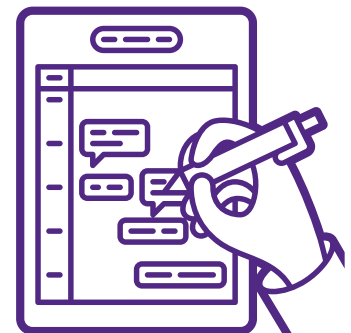
END WITH STRONG CONCLUSION

End with a strong conclusion that leaves an impact. Reflect on the story's meaning, tie back to the opening, or inspire action.

AP Style is a style and usage guide for American English grammar created by American journalists

1. **MONTHS/DATES/TIMES**
2. **NAMES/TITLES**
3. **NUMBERS/MONEY**
4. **PUNCTUATION**
5. **QUOTATIONS**
   A. EXAMPLE:

"Cattle have a ruminant digestive system," Kansas State University Extension beef specialist John Doe says. "This means they have four compartments to their stomach."

"The ruminant stomach consists of the rumen, abomasum, omasum and reticulum. Each has a specific role to digest and absorb nutrients.

The abomasum is considered the true stomach," Doe says.

QUOTES SHOULD BE SEPERATED BY ADDITIONAL INFORMATION. QUOTES SHOULD HELP TELL THE STORY FROM THE SOURCE'S VOICE.

THE FIRST TIME A SOURCE IS INTRODUCED YOU SHOULD USE THAT SOURCE'S FULL NAME AND TITLE. AFTER THIS INITIAL REFERENCE, USE THE LAST NAME ONLY.

WANT TO READ SOME EXCELLENT FEATURE WRITING AND EDITORIAL PIECES?

SCAN THE QR CODE TO READ THE K-STATE AGRICULTURIST MAGAZINE

Magazine Layout
STUDY GUIDE

BASICS

Know Basic Magazine Goals
- Engage the reader early on.
- Stay relevant to readers.
- Remain consistent as a publication.

Know Your Audience
- Demographics: Age, interests, and location of your followers.
- Needs and Interests: Post content that resonates with their values or solves a problem.
- Engagement Habits: Identify what type of content they engage with (statistics, graphs, entertainment, etc.).

Know Your Magazine's Goals
- Educate
- Inform
- Entertain
- Relevance

Our Top 3 Magazines:

Farm Journal

Countryside & Small Stock Journal

Living the Country Life

BREAKING IT DOWN...

STEP 1: ENGAGING THE READER
- Establish grid system (two-column, three-column etc.) and use this grid to align text and images.
- Curate a strong headline that draws the reader in.
- Determine a correlating strong image, whether it's a graph or a related strong image.

PRO TIPS!
- Choose dynamic imagery. Implement emotional photos, action shots, full-page imagery to show power.
  - Try a picture that makes for a vertical spread, begging the reader to rotate their publication.
- Employ interactive elements. Try QR codes, infographics, polls and quizzes.

RUN A BOARD MEETING
FRED WILSON

EXAMPLE FROM FLICKR; BIZWEEKDESIGN.

ACCEPT A NOBEL PRIZE

STEP 2: DEVELOPING YOUR DESIGN

- The most visible parts of your spread are the outer & upper sections of the spread, so use this space for important & core content.
- Always design spreads as a whole instead of page-by-page.
- Don't overcomplicate the flow of the eye; plan the direction and guide the reader through the spread.

EXAMPLE FROM PINTEREST

PRO TIPS!

- Utilize white space! Less is more; DON'T overcrowd your spread.
- Isolate key elements with white space to draw attention.
- Play with color. Don't be afraid to make use of vibrant accent colors, match the dominant colors with the mood of the story and take advantage of the time of year.
- Tell a visual story. Use a sequence of images and designs, captivate with your lead image, and utilize themes for your layouts and spreads.

EXAMPLE FROM PINTEREST

STEP 3: BUILD INTENTIONALLY

- Understand the purpose of the spread & publication as a whole: is it formal or funny? Entertaining or heavier on research?
- Maintain balance: distribute content evenly throughout the spread.
- Commit to hierarchy: is the important information standing out from the rest of the content?
- Protect readability: is the font easy to read?

PRO TIPS!

- Utilize pull quotes to help draw the readers in! Try a gut-punching quote, a heartfelt memory or a piece of advice for your pull quote.
- Consider giving your readers several points of entry! Use bulleted lists, bolded text, images and captions to give your reader the opportunity to find what interests them.
- Refine your table of contents! Use icons, page numbers, headlines and descriptions to show the value of your content.
- You can be both wise and creative with typography!
  - Try playful fonts for entertaining and creative content, and elegant or refined fonts for more serious pieces.

EXAMPLE FROM PINTEREST

EXAMPLE FROM AMERICAN ADVERTISING FOUNDATION

KEY TERMS

Colors
- CMYK (cyan, magenta, yellow, black)
  - Best for print publications
- RGB (red, green, blue)
  - Best for digital publications

Design Resources and Programs
- Canva
- Adobe Creative Suite
  - InDesign
  - Photoshop
  - Illustrator
  - Lightroom Classic

Typography
- The art and technique of arranging type in order to make language visible. Arrangement of type involves typefaces, point size, line length, leading, tracking and kerning.

ONLINE PUBLICATION TIPS

Photos
- Photos that are integrated into a web publication layout have a huge impact on the overall look and feel of a website. Poorly shot images can diminish the design. Use high-quality photos in a simple way to improve your designs.

Responsive Design
- Remember to check the look on your phone too. There are many digital devices out there with varying screen sizes. No matter how someone is accessing your web design, it should offer a similar experience no matter what screen size the viewer has.

Consistent Typography
- When we read a book, every page follows a sense of order. The text will be the same size, spaced exactly and follow the same repeating format. It also needs to have a sense of consistency; headers, body text, links and other text need to follow the same styling throughout the online publication.

Avoid Hectic Color Schemes
- When you put too many colors too close together, the visual noise that is created overpowers the rest of the web design.

Social Media Plan
STUDY GUIDE

BASICS

Know Your Audience
- Demographics: Age, interests, and location of your followers.
- Needs and Interests: Post content that resonates with their values or solves a problem.
- Engagement Habits: Identify what type of content they engage with (videos, images, polls).

Visual Appeal
- High-Quality Images or Videos: Use well-lit, visually pleasing media.
- Consistency in Branding: Stick to your brand colors, fonts, and logo.
- Short, Captivating Videos: Videos under 60 seconds perform well, especially with captions for sound-off viewers.
- Creative Graphics: Use tools like Canva or Adobe Express to create polished designs.

SOCIAL PLATFORMS

Instagram, Facebook, TikTok, Threads, X and Snapchat.

INSTAGRAM

Create engaging content:
Posting polls or asking questions to create interaction on stories.

Write a compelling caption:
- Lead with the most important information.
- Use a consistent and personal tone.
- Keep copy short and to the point.
- Encourage action with simple, direct text.

FACEBOOK

Create engaging content:
- Story-telling
- Can promote advertisements
- Photos perform better than graphic elements here

Captions:
- Include links to a website or other helpful resource
- Tag friends for more post insights

TIKTOK

Create engaging content:
- Short videos 15 -30 seconds
- Long form, maybe how-to videos or cooking demonstrations for example.

Types of content:
- How-Tos
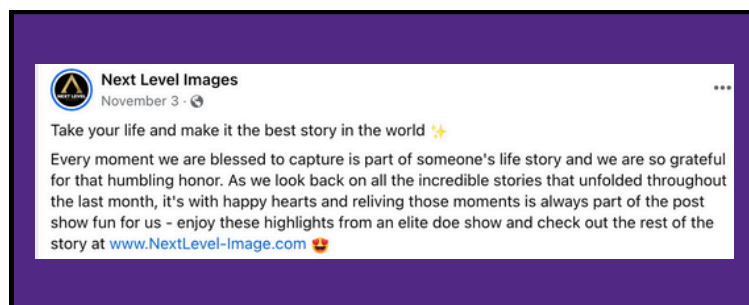- Cooking
- Educational Tips

Content Ideas:
1. Photos related to project with music in the background.
2. Dance trends
3. Day in the life

THREADS & TWITTER OR X

Captioning
- witty comments
- one-liners
- quotes

SNAPCHAT

Content
- day in the life
- group pictures
- real-time moments

USE HASHTAGS LIKE THESE:

halfcentcreative If you get motion sickness easily, maybe don't watch this BTS roller coaster into one of my recent logo builds! 😂 #graphicdesign #graphicdesigner #leatherworking #leatherwork #logodesign #logos #womeninag

34w

INCLUDE LINKS TO WEBSITE :

Next Level Images
November 3 · 🌐

Take your life and make it the best story in the world ✨

Every moment we are blessed to capture is part of someone's life story and we are so grateful for that humbling honor. As we look back on all the incredible stories that unfolded throughout the last month, it's with happy hearts and reliving those moments is always part of the post show fun for us - enjoy these highlights from an elite doe show and check out the rest of the story at www.NextLevel-Image.com 😍

INCLUDE LOCATION AND PRIVACY:

Regal Cattle is in Abilene.
3 days ago · 🌐
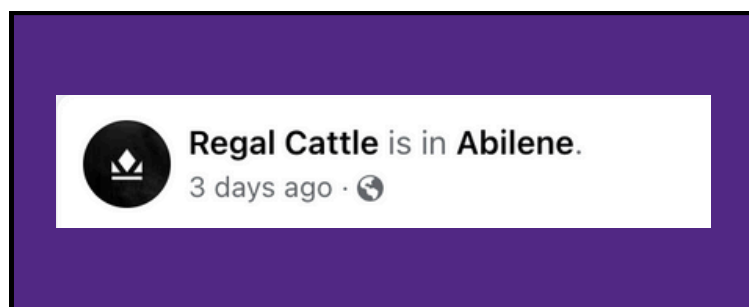
Content Samples

CONTENT BY: TORRIE EGGER

What to note:

Branding

- consistent photo editing style
- same fonts and font pairings
- related content choices

Platform: Instagram

CONTENT BY: REGAL CATTTLE

What to note:
Branding
- consistent photo editing style, B&W (unique)
- use of quotes
- owners posting real-time in the field together
- same fonts and font pairings
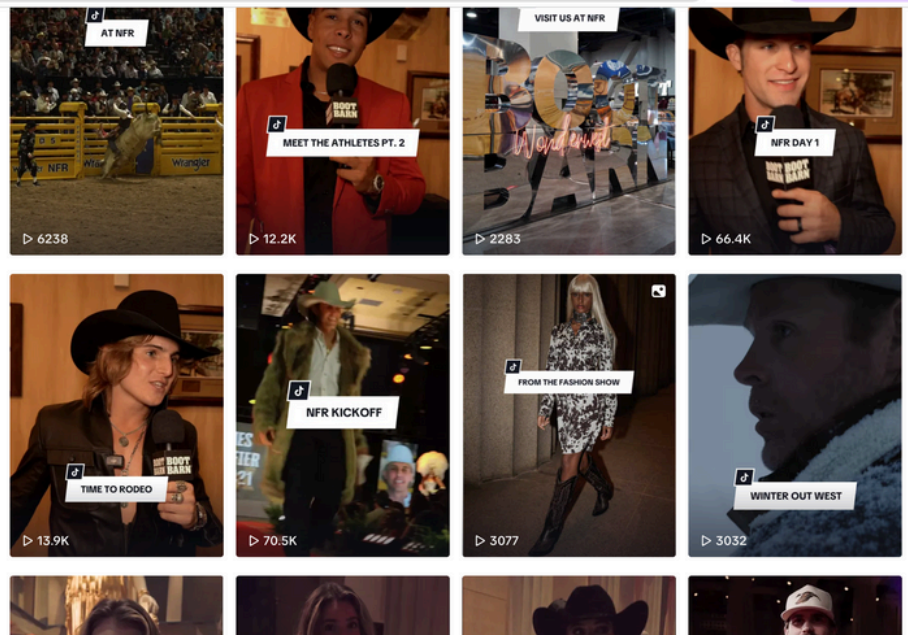- use of Instagram platform by splitting the posts up into two

Platform: Facebook/ Instagram

CONTENT BY: BOOT BARN

What to note:
- use of titles for videos
- consistent lighting helps make the page look cohesive
- use of well-known people to promote product
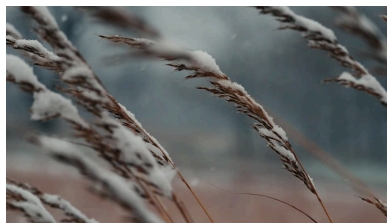- conducting interviews

Platform: TikTok

Broadcast Production
STUDY GUIDE

BASICS

Keep it Concise
- Share the main point early on.
- Be intentional with use of audio and visuals.
- Match the style of published stories.
- Avoid unnecessary or distracting effects or sounds.

B-ROLL:

When editing videos of an interview it is wise to minimize the number of "talking heads". To do that you can place a video of something else over the audio of the interview. For example a video of landscape, animals, or something relating to what the interviewee is discussing.

QUICK EDITING TIPS:

Principles of Design
- The rules and techniques used for graphics still apply to the broadcast.
- Ensure all texts and features used are visually appealing and cohesive.

Audio Quality
- Ensure all audio is clear and at a level volume.
- Make sure there are no jumps or cuts in the sound.
- When overlaying music make sure that anyone talking can still be heard clearly.

Video Editing
- Similar to Audio ensure that there are no awkward jumps or cuts.
- Trim out the fluff or extra clips that are unnecessary.

Video Editing Platforms
- Adobe Premier Pro
- Canva (free)
- iMovie (free)
- CapCut (free)

GETTING STARTED

STEP 1: MAKE A PLAN

The production will need to follow a story or a path. It could have a beginning, middle, and end or compare and contrast two different things. Before you start editing, plan out what path you want your video to follow.

STEP 2: GATHER VIDEOS

Once you know what story you want to convey, its important to gather your videos and make new elements if you need to. Often times you will need to begin with extra footage and then narrow down what you need.

STEP 3: BEGIN EDITING

Go through each clip and ensure that it is clean and concise. Cut out unnecessary pauses or phrases and place B-Roll over the top if needed. Then place all clips together.

STEP 4: REWATCH

Once you think you have everything put together rewatch your video from the beginning multiple times. Listen for problems with audio or watch for possible forgotten transitions. Have others look over it for things you may have missed as well.

Storyboard

A great tool that many video editors use when planning is called a storyboard. This allows you to plan out the production clip by clip and elaborate on how you want it to look ahead of time. Using storyboards is a great way to see if your vision matches the goals of the team.

PRO TIP!

- Video editing can be very overwhelming at first. The best thing to do is keep it simple when starting and practice as you go. There are many videos available online that can show you different techniques and tricks. Each new video you make try to add in one new technique and over time you will get much better. Try a new technique in every video you make, and overtime your skills will grow.

AUDIO

In broadcast, audio is just as important as visuals. Music and sound can add to the story. Audio can also be used to create mood. However as previously mentioned it is crucial to have good quality audio.

TRANSCRIPTS
For accessibility, it is important to create transcripts or descriptions any time audio or video are used to deliver educational material.

THIRD PARTY AUDIO
Even during videos with no narration, the inclusion of background music can enhance the user experience and keep the viewer's attention.

Recommended sites for free audio:
- Uppbeat
- Pixabay
- Soundstripe
- Chosic

VOLUME
The first thing to look for is volume levels. Making sure that they are clear yet not too loud.

DISSOLVE OR FADE
A new sound can be very jarring. It's important to fade in all sounds so it sounds more natural. When switching between audios use dissolve to mesh them together.
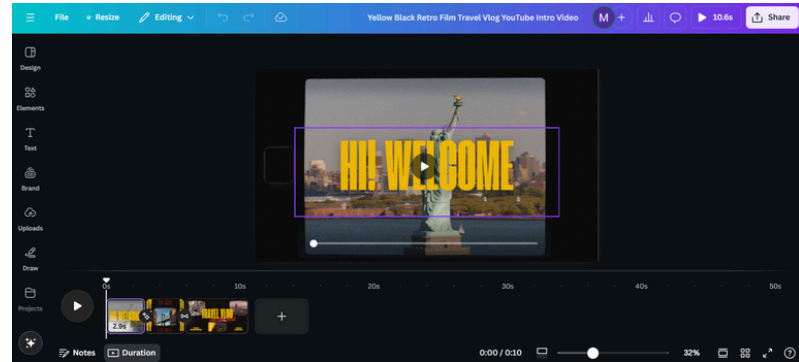
BE CAREFUL WITH EFFECTS
Only apply a filter or effect if absolutely needed. Unnecessary effects may come across as cheesy or disorienting.

CANVA TIPS

Video Templates
- If you are unsure where to start a good way to practice is with Canva templates.
- There is a large variety of templates available that are categorized by style, industry, and colors.
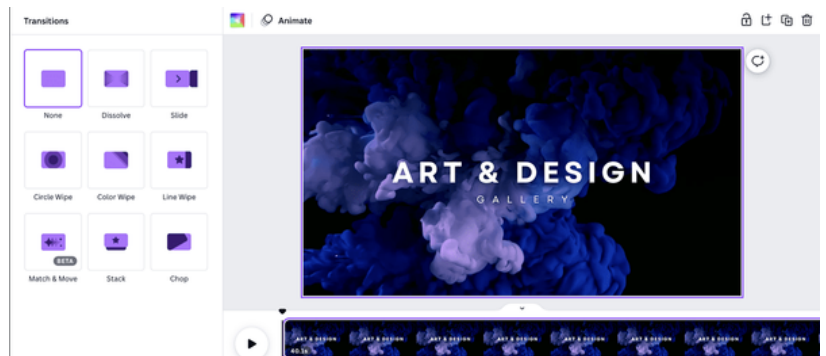
Trimming and Cropping
- To do this select the trim or crop option in the toolbar and it will allow you to select where you want to trim your video.

Adding Transitions
- To add transitions to your video select "Transitions" from the toolbar. From there you can select which transition you want as well as adjust the duration.

FFA CAREER DEVELOPMENT EVENT

Agricultural Communications

CONCEPT REVIEW

KEY CONCEPTS

The following is a list of terms to help in

Design:
- Adobe Programs
  - InDesign
    - Good for editorial design
  - Photoshop and Lightroom
    - Editing Photos
  - Illustrator
    - Vector-based graphic
- Elements of Design
  - Line
  - Shape
  - Texture
  - Proximity
  - Alignment
  - Composition
- Elements of Photography
  - Leading Lines
  - Rule of Thirds
- Elements of Typography
  - Point Size
  - Leading
  - Tracking
  - Kerning
- Font Types
  - San Serif
  - Slab Serif
  - Serif
  - Script
- White Space
- Colors
  - CMYK (cyan, magenta, yellow, black)
  - Best for print publications
  - RGB (red, green, blue)
  - Best for digital publications

Broadcast Production:
- Editing Elements
  - Principles of Design
  - Audio Quality
  - Video Quality
- Video Editing Platforms
  - Adobe Premier Pro
  - Canva (free)
  - iMovie (free)
  - CapCut (free)
- Getting Started
  - Make a Plan
  - Gather Videos
  - Begin Editing
  - Rewatch Video
- Audio:
  - Transcripts
  - Third-party Audio
  - Dissolve or Fade
  - Volume
  - Effects
- Canva Tips:
  - Video Templates
  - Trimming and Cropping
  - Adding Transitions

KEY CONCEPTS

Feature Story
- Feature vs. News Writing
- Purpose of a Feature Story
- Types of Feature Stories
  - Profile Feature
  - Human-Interest Feature
  - How-To Feature
  - News Feature
- Feature Story Structure
  - Lead (Hook)
  - Story Start
  - Describe the Scene
  - Ask a Question
  - Nut Graf (What's It About?)
  - Body (Details, Quotes, Sections)
  - Conclusion (Circle Back, Reflection, Call to Action)
- Writing Techniques
  - Show, Don't Tell
  - Keep it Narrow
  - Organize for Flow
  - End with Impact
- AP Style Basics
  - Names & Titles
  - Dates & Times
  - Numbers & Money
  - Punctuation & Quotations

Social Media
- Analytics
  - Reach
  - Engagement
- Algorithm
- Search Engine Optimization (SEO)
  - Keywords
  - Optimizing titles
- User Generated Content (UGC)
  - Reviews
  - Testimonials
  - Social media posts
  - Videos
- Call to Action
- Storytelling
  - Videos
  - Blog Posts
- Paid Advertising
  - Facebook, LinkedIn, Instagram

MEET THE CREATORS:

This guidebook and interactive components was created by the 2023-2024 and 2024-2025 Agricultural and Natural Resources Communications Advancement Team (A-Team). This group is comprised of agricultural ANR communications students selected to represent the agricultural communications department.

Team Members Pictured Left to Right: Abi Lillard, KS, Feature Story. Jenna Fiscus, KS, Magazine Layout. Chevy Vaske, KY, Social Media Plan. Madeline Drake, KS, Broadcast Production. The group is advised by Dr. Nellie Hill-Sullins.

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