

AGRICULTURAL COMMUNICATIONS
Monday May 2, 2022
College of Ag Contact: Mikey Hughes
CDE Coordinator: Katie Burke
Location: Union Ballroom
Registration: 7:00-7:20 a.m.
Event: 7:30-10:00 a.m.

Attention FFA Advisors:

Our goal for the Agricultural Communications Career Development Event at K-State is to showcase agricultural communications careers to as many FFA members as possible, as well as to select the team to represent Kansas FFA at the national competition. To attain this goal, we have made the following decisions related to the competition.

- The 2022 Kansas FFA Agricultural Communications Career Development Event aligned to the guidelines for the 2021 event at the national level.
- The Agricultural Communications Career Development Event will combine scores from all **four** team members as the team score. We will not drop the lowest individual score in calculating team scores.
- The 2022 Kansas event will NOT include the Media Plan and Media Plan Presentation components. Therefore, the winning Kansas team will need to develop these components to participate at the national competition.
- All contestants must wear official FFA dress to be eligible for participation in the Agricultural Communications CDE.

Contest Purpose, Objectives, Rules and Guidelines

Structure

Individuals and/or teams will be eligible to participate in the Kansas FFA Career Development Event in Agricultural Communications. Schools may enter 1, 2, 3, or 4 individuals as a team, and schools may enter only one team each (or a maximum of 4 students from each school). The team members' scores will constitute the team score. The rest of this document identifies the components of the CDE.

I. Tests

A. Editing Exercise

Because editing is a critical skill for all communicators, each participant will complete an editing exercise. They will be given a printed document containing 25 identified sections. Students must determine whether each identified section is correct or incorrect. For the incorrect items, participants will be required to correct the mistakes using appropriate copy editing marks. Style, grammar, punctuation, and spelling mistakes will be included. Participants will **NOT** be able to use a style manual or dictionary during this exercise.

B. Communications Quiz

Each participant will complete a quiz that covers general knowledge of the agricultural communications industry or from any of the preparation materials available on the National FFA Ag Comm CDE website. Questions may come from any section excluding sports guidelines. Participants will **NOT** be able to use the style manual or a dictionary during this exercise.

II. Practicum

The practicum will consist of four specific activities with **no more than one team member per activity**. Participants can participate in one of the following activities:

1. **Web Design** – Develop a website to communicate the speaker’s organization through appropriate design, navigation, and use of provided photos and graphics.
2. **Video Production** – Develop a 60- to 90-second video script that promotes the speaker’s product or service using provided photos and graphics.
3. **Journalistic Writing** – Develop a news release about the speaker’s organization or topic for an appropriate audience; include a strong focus and lead, including a headline.
4. **Opinion Writing** – Develop an op-ed that takes a position, and support it with evidence based on the speaker’s presentation. Should be for an appropriate audience.

Each team should assign a member to each of these activities when registering for the event.

Individuals who are not participating on teams will designate in which activity they plan to participate when they enter the event.

All teams will meet in the Union K-S-U Ballroom for an orientation, the tests and the press conference. Participants will be organized so all members of a practicum area will be seated together.

All team members will be given an orientation at the beginning of the practicum to last no more than 10 minutes. Each team member will receive a press packet with background information on the agricultural topic and expert. The press conference with an expert speaker will follow the orientation. The expert will speak on a timely agricultural topic for 10-15 minutes. Students will be provided with paper for notetaking if they wish. **Students should bring their own pens or pencils.**

A 15-minute question-and-answer period with the expert (speaker) will take place after the press conference. Upon completion of the question-and-answer session, all competitors will be allowed 60 minutes to complete their assigned tasks.

Detailed descriptions of each team member’s assignment follows:

1. Web Design

Each designer will use the press packet and information that was gathered in the press conference to develop a graphic design layout for a web page. Using the grid paper provided, participants will sketch a web page for the speaker’s organization that is presenting information about the topic from the press conference. Students will indicate where they would place visual elements (photos, graphics, logos, videos, etc.) and what those visual elements are; captions; headline; text; site navigation and other site features. Students also will write a short description of any interactive features on the site (for example, where hyperlinks in the navigation would go). The objective is effective communication or information sharing through visual tools.

Each participant will have 60 minutes to complete the practicum.

Specific technical skills for practicum:

- Overall aesthetics of design
- Use of graphic design principles
- Neatness and creativity
- Choice and placement of photo(s) and graphics
- Writing and editing (specific to activity)

2. Video Production

Students participating in this practicum will use the press packet and information that was gathered in the press conference to develop a 60- to 90-second video script that promotes the speaker’s topic, product or

service. The video should be developed on behalf of the company or organization giving the press conference and should meet the following criteria.

- Use two-column format for video script writing
- Identify visuals (b-roll footage, charts, graphs, text, etc.) that will accompany the audio and the visual's content
- Write out the narrative audio script to accompany the visuals described

Each participant will have 60 minutes to complete the practicum.

Specific technical skills for practicum:

- Solid promotional value (strong hook, features/benefits, etc.)
- Tells a story
- Use of provided materials (numerous clips or images, appropriate for topic, etc.)
- Creativity, clarity of communication, organization and format
- Accuracy of information
- Stayed within the length requirement

3. Journalistic Writer

Each writer will use the information gathered in the press conference to write a 200- to 300-word news story. The news story should be written for a specific audience, and have a strong lead, strong focus, and a headline.

Participants may use whatever resources are available to them to complete the activity. The participant's name must be on each and every page of the entry they submit.

Specific technical skills for 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
- Accomplishment of purpose

4. Opinion Writer

Students participating in this practicum will use the information that was gathered in the press conference to develop an op-ed that promotes the speaker, the speaker's topic/content or the speaker's organization. The post should be developed on behalf of the company or organization giving the press conference and should meet the following criteria.

- 500-750 words
- Headline
- Include image(s) – participant will identify and describe the content of images to use

Specific technical skills for practicum:

- Lead/Focus
- Accuracy of information and quotes
- Clarity and conciseness
- Correct style (AP)
- Takes a position that is supported with evidence
- Header/Headline
- Grammar, spelling, punctuation and word choice

- Organization and format
- Accomplishment of purpose

Overall CDE Timeline

1. Testing (60 minutes total for both quizzes)

Communications Quiz

Editing Exercise

10 minute break

2. Practicum (1 hour and 40 minutes)

Speaker/press conference

Question and answer session

Practicum activity: Web Design, Video Production, Journalistic Writing, Opinion Writing

Total = 2 hours and 20 minutes

Equipment

The following equipment and supplies **will be provided**:

- For designers: Graph paper
- For all participants: dictionaries (may be used only during the practicum), style manuals (may be used only during the practicum), and paper
- Pencil sharpener
- Stapler