Agricultural Communications

Contact: Taylor Belle Matheny, tmatheny@ksu.edu
Location: Remote/Virtual
Entries due: Tuesday, May 4 by 3:00 p.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. Because of COVID-19 and social distancing this year, the Agricultural Communications event has been modified to be completely virtual.

• The 2021 Kansas FFA Agricultural Communications Career Development Event is modified from but similar to the guidelines for the 2017-2021 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 2021 Kansas event will include one quiz and the 4-member team practicum activity, similar to the pre-COVID in-person event. Team entries with less than four people will be accepted but scored accordingly. This 2021 event does not include a media plan.

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. Editing and Communications Quiz
Editing is a critical skill for all communicators, and all communicators should know general facts about the communications industry. Each participant will complete a quiz that covers editing and communications. Style, grammar, punctuation, and spelling mistakes will be included. The quiz will be online, and participants will **NOT** be able to use a style manual or dictionary during this exercise.

II. Practicum
The practicum will consist of four specific activities with **no more than one team member per activity.** Individuals on a team of four will decide who completes each activity.

1. Web Design – Develop a webpage to communicate the speaker's topic through appropriate design, navigation, and use of photos and graphics. In previous years, we provided photos for use. This year, the student working on web design is free to find their own photos or graphics to use.
2. Video Production – Develop a 60- to 90-second video script that promotes the speaker's product or service. In previous years, we provided photos for use. This year, the student working on video production is free to find their own imagery online.
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 a 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. Again, teams of less than four will be accepted, and no more than one person can work on each practicum activity.

The event materials will be posted no later than May 3 at 10 a.m. Participants will be work at their own pace over a 24- to 36-hour period to complete the activity, with a final deadline of May 4 at 3:00 p.m. to submit their entries. While the quiz is closed notes, the practicum activity is completely "open book:" students may utilize their resources to complete the activities (Internet, dictionary, AP stylebook, etc.).

When the event is launched, students will need to watch a pre-recorded video of our speaker (as a virtual press conference). Because of the nature of this pre-recorded virtual event, we cannot guarantee an opportunity for students to ask questions directly to the speaker. Digital documents will be sent to FFA advisers to help guide student work, but if students will be working on hard copy paper, students will need to provide their own paper. The quiz must be taken online. The practicum can be completed digitally or on paper. All submissions must be digital.

Detailed descriptions of each team member's practicum assignment follows:

1. Web Design
Each student designer will use information that was gathered in the press conference to develop a graphic design layout for a web page. We suggest they use grid paper or a computer layout program. Participants will sketch a web page for the speaker's organization or topic 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.

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:
• 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 information that was gathered in the press conference to develop a 60- to 90-second video 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

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:
• 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

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

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)
• Takes a position that is supported with evidence
• Header/Headline
• Grammar, spelling, punctuation and word choice
• Organization and format
• Accomplishment of purpose

Timeline: All presentations and materials will be posted no later than May 3 at 10 a.m. Participants will be able to work at their own pace (watching videos, gathering resources, and completing the activity). All entries must be submitted by May 4 at 3 p.m. Late entries will not be accepted.