



NATIONAL  
FFA ORGANIZATION

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## Agriculture Communications 2017-2021 Topics

### *AGRICULTURE-RELATED MEDIA PLAN (200 POINTS/TEAM)*

*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. Please reference the current event specifications on the CDE webpage. At the national event, the team will make a pitch (oral presentation) of the media plan.*

Your chapters' Ag Communication Committee has been approached by a State FFA Association to select and promote one of your FFA Member's to various media outlets about the benefits of FFA Membership. Your committee has the option to decide what is included in the promotion of this member. This promotion might include one or more of the following; SAE Program, special project, event, or issue/challenge, or other attributes associated with the FFA Member. Please remember that the plan should also focus on promoting Agriculture Advocacy.

### TELL A LOCAL FFA STORY

The focus could include one of the following:

- FFA member (2017)
- FFA chapter (2019)
- FFA advisor (2021)

Advocate the agriculture industry to consumers

The focus could include one of the following:

- Farmer/rancher (2018)
- Commodity (2020)

### PRACTICUMS

1. Web design - annual
2. Video producer - annual
3. Journalistic writers

The Journalistic practicum will rotate annually from the following:

- Press release (300 – 350 words) (2017, 2020)
- News story (300 – 350 words) (2018, 2021)
- Feature story (350 – 500 words) (2019)

4. Opinion writers

Opinion writers practicum will rotate annually from the following:

- A blog post (250-300 words) (2017, 2020)
- An op-ed (500-750 words) (2018, 2021)
- A letter to the editor (300-500 words) (2019)