



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.

2020 MEDIA PLAN SCENARIO:

Your chapter's agricultural communications committee has been approached by an organization that represents agriculture, farmers, and ranchers in your state, such as the Farm Bureau or a commodity board, to select, promote, and/or recognize a commodity or commodity group in your state to various media outlets regarding their commitment/service to the agricultural industry, innovative programs or techniques they have developed or promoted, and/or ways they have promoted the agricultural industry through their efforts in your state. Your committee has the option to decide what is included in the promotion of this commodity/commodity group. This promotion might include one or more of the following; innovative production, harvest, or marketing techniques; service/leadership in local communities or the state; providing a unique solution to a problem facing producers/stakeholders related to that commodity; a commitment to food safety or other attributes associated with the commodity/commodity group; etc. Please remember that the plan should also focus on promoting agriculture and the agricultural industry to consumers in your state.

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)