



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.*

#### 2019 MEDIA PLAN SCENARIO:

Your chapter's Ag Communication Committee has been approached by your State FFA Association to help tell the story of a local FFA chapter. The story needs to be one that builds awareness, encourages agricultural advocacy and promotes FFA engagement to a diverse audience group. You are responsible for selecting an FFA chapter from your state to promote via various media outlets. Your committee has the option to decide what is included in the promotion of this chapter. This promotion might include one or more of the following: ways the chapter has promoted agricultural education, their program, or agricultural advocacy in a unique or innovative way; ways the chapter has engaged in some type of community outreach program that supports the ag industry; ways the chapter is undergoing some type of special project/initiative important to their state, regional, or local community.

#### 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)