

Agricultural Communications

A Special Project of the South Dakota FFA Foundation

Important Note:

Please thoroughly read the General Rules at the beginning of this handbook for complete rules and procedures that are relevant to all South Dakota FFA Leadership and Career Development Events.

Purpose

The purpose of the agricultural communications career development event is to excite and inspire students to develop basic skills relevant to the agricultural communications industry. Students will be equipped with strong communication skills and will have developed the ability to work collaboratively to effectively communicate and advocate for the industry of agriculture.

Objectives

Provide students the opportunity to develop fundamental skills for success in careers and team environments.

Employ public speaking skills to communicate an important agricultural message.

Contribute to a team through a career-based, mock situation.

Career Development Event Rules

- Each team will be comprised of four members.
- It is highly recommended that participants wear FFA Official Dress for this event.
- All scores will be used to determine the total team score.

Career Development Event Format

The scenario utilized for the Ag Communications CDE media plan and presentation will follow the National FFA theme for the next year's National Convention (Example: 2018 theme will be used Fall 2017)

Equipment Provided:

- Easel
- Projector screen
- Table

Team Activities

Agriculture-Related Media Plan (200 pts./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.

A media plan is a written document that describes the following items:

- **Objectives:** What the group wants to accomplish with the media plan.
- **Target Audience:** Description of who the client is trying to reach, including demographic data.
- **Strategic plan and tactics:** Ways in which the objectives can be accomplished. Including social media plan
- **Timeline:** When the objectives will be accomplished.
- **Evaluation:** How the results will be measured.

- **Budget:** Teams may not go over a maximum of \$5,000
- **References**

Guidelines for media plan:

- Eight to 10 typed pages not including cover page, table of contents, references or appendices.
- Double-spaced with 1" margins.
- Paginated (numbered pages not including cover page).
- 12-point Times New Roman font (not including display text or headings).
- Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources.

The media plan must include the following sections (points will be deducted for missing or incomplete sections):

Cover page

- Must include the title of the media plan, CDE name, state, chapter name, team member names and year.
- May include a creative design.

Table of Contents

Introduction and Overview

- Two pages maximum
- Introduction-
 - Brief background of the issue/topic and a statement of the problem establishing the need for this media plan.
- Overview-
 - Brief preview of what is contained in the plan and how it will benefit the client.
 - Objectives of the media plan

Audience

- One page maximum
- Who the client is trying to reach with the media plan.
- The demographic characteristics of the intended audience.
- Note: teams may have a primary and a secondary audience.

Strategic Plan

- Three to four pages maximum
- Key messages or themes to communicate to the audience.
- Explanation of how the objectives will be met
 - Plan to attract media attention using social media.
 - Description of how the plan will be executed.

Social media tactic of the strategic plan

Social Media Plan is required to address the following:

- Social media platforms to be used.
- Plan to gain followers.
- Plan to engage followers.
- General idea for the messages to be posted.
- One page example post must be provided as an appendix (can include Facebook posts, tweets, Instagram photos and others).
- Content of the "About" section of pages.

Timeline

- One page maximum
- Explanation of the duration of the plan and the timing of the media tactics.

Evaluation

- One page maximum
- Description of proposed methods to determine if the media plan objectives were met.
- What are the key performances? (How will you measure that you are successful?)
- Examples may include number of participants, impressions, likes, shares, retweets, circulation of publications, number of video views

Budget and Justification

- One page maximum
- Table of all costs associated with implementing the media plan.
- Explain why you have allocated this amount for each activity.

Conclusion

- One page maximum
- A final summary of key points related to the strategic plan and a statement persuading the client that the plan is a good solution to the communication problem.
- Not a restatement of the introduction and overview.

References

- Formatted and edited according to the Publication Manual of the American Psychological Association (APA).

Appendices

- Appendices/Examples.
- One page of social media posts.
- Three to five other communication examples.
- Suggestions include mock up or example of website, links to student created video, press releases, blogs, op-eds.
- Include three to five examples in the appendices.
- Examples of tactics include but are not limited to: broadcast advertising print advertising press releases fliers brochure web site blogging displays.

Submission

- All written materials will be submitted electronically per instructions from the State FFA Office. Please refer to the website (<https://www.sdaged.org/>) for more information about electronic submission of written materials.

Media Plan Presentation (175 points/team)

- The team should present the media plan as if pitching it to the client identified in the scenario.
- The presentation should follow the structure of the written media plan.
- Teams are encouraged to bring examples of materials that would be used in the execution of the plan (e.g. social media, broadcast advertising, print advertising, press releases, fliers, brochures, web site, blogging and displays).
- Each team member must participate in the presentation.
- Each team will be allowed 15 minutes to present its media plan to a panel of judges, who will play the role of the client. Five points will be deducted for each major fraction of a minute over the 15 minutes allowed for the presentation. Following the presentation, judges will be allowed five minutes to ask questions.
- Provided equipment includes an easel, projector and table.

- Teams will have a total of 10 minutes for setting-up and tearing-down equipment (e.g. 5 minutes to set up and 5 minutes to tear down).
 - Advisors may help with technology set-up and tear-down.
 - **Note:** Teams may bring additional equipment for the presentation as long as they are able to set up and tear down equipment in the time allowed. In the case of equipment failure, the team may be asked to move forward with the presentation. A back-up plan is recommended.

Individual Activities

30 minutes will be allowed for each activity

Editing exercise – 25 points/person; 100 points/team

Because editing is a critical skill for all communicators, each team member will complete an editing exercise. They will be given a printed document that contains 25 mistakes. In correcting the mistakes, team members will be required to use correct proofreading marks (see Associated Press Stylebook). Style, grammar, punctuation and spelling mistakes will be included. Team members will NOT be able to use the style manual or a dictionary during this exercise.

Communications quiz – 25 points/person; 100 points/team

Each team member will complete a quiz that covers the content of the current Associated Press Stylebook. Questions may come from any section excluding sports guidelines. Team members will NOT be able to use the style manual or a dictionary during this exercise.

Scoring

Individual Tests	
Communications Quiz	25
Editing Exercise	25
Total Possible Individual Score	50
Team Scores	
Media Plan Proposal	200
Medial Plan Presentation	175
Test Scores (total of all 4 team members)	200
Total Possible Team Score	575

Tiebreakers

In the case of a team tie, the order to break the tie will be:

1. Combined individual test scores
2. Media Plan Proposal score

3. Media Plan Presentation score

References

National FFA Core Catalog – Past CDE Materials (<http://shop.ffa.org/cde-materials-c1289.aspx>)

Associated Press Stylebook and Libel Manual

Bivins, T. Public Relations Writings: The Essentials of Style and Format, 4th edition. McGraw-Hill Higher Education, ISBN 0-844-20315-3

Harrower, T. Newspaper Designer's Handbook, 5th edition. McGraw-Hill Higher Education, ISBN 0-07-249291-0

Kalbfeld, B. Association Press Broadcast News Handbook. McGraw-Hill Higher Education, ISBN 0-07-136388-2

Telg, R. and T. Irani. Agricultural Communications in Action: A Hands-On Approach, 1st edition. Cengage/Delmar Publishing, ISBN 1111317143

Agricultural Communications in the Classroom Guidebook:
https://www.ffa.org/documents/cde_agcomm_resources.pdf

Media Plan Proposal Scorecard

Chapter: _____ Judge: _____

	Possible Score	Team score
Plan includes all requirements Cover page, titles and names on cover page, table of contents, does not exceed page limit, double spaced, one inch margins, page numbers, required headings (-1 point per missing item)	10	
Proposal is Relevant to Scenario Entire narrative focuses on addressing client's specific public communication needs.	10	
Executive Summary Adequately explains the plan without reading the entire document	10	
Introduction Provides adequate background of the issue; clearly states the problem and need for plan; describes how the plan will benefit the client	15	
Description of Audience Clearly describes (including demographics) who is targeted with the media plan	15	
Detailed Strategic Plan Clearly states objectives; explains how objectives will be met; explains why chosen mediums are appropriate to meet objectives; describes how plan will be executed	30	
Timeline Explains duration of plan and timing of media tactics	10	
Method of Evaluation Proposes methods to determine if the objectives were met	15	
Budget Explains all costs associated with implementing the media plan	20	
Conclusion	10	
Appendices Quality of communications documents. Three required	30	
Quality of writing Grammar, spelling, punctuation, capitalization, sentence structure	25	
TOTAL POINTS	200	

Comments:

Media Plan Presentation Scorecard

Chapter: _____

Judge: _____

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points	Weight	Total Score
Examples	Examples are vivid, precise and clearly explained. Examples are original, logical and relevant	Examples are usually concrete, sometimes needs clarification. Examples are effective, but need more originality and thought	Examples are abstract or not clearly defined Examples are sometimes confusing, leaving the listeners with questions.		X5	
Confidence in speaking	Speaks very articulately. Never has the need for unnecessary pauses or hesitation when speaking. Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent.	Sometimes speaks articulately. Occasionally has the need for a long pause or moderate hesitation when speaking. Speaks at the right pace most of the time but shows some nervousness. Pronunciation of words is usually clear, sometimes vague.	Rarely articulate. Frequently hesitates or has long, awkward pauses while speaking. Pace is too fast; nervous Pronunciation of words is difficult to understand; unclear.		X3	
Being detail-oriented	Is able to stay fully detail oriented. Always provides details which support the issue; is well organized.	Is mostly good at being detail oriented. Usually provides details which are supportive of the issue, displays good organizational skills.	Has difficulty being detail oriented. Sometimes overlooks details that could be very beneficial to the issue; lacks organization.		X3	
Speaking unrehearsed	Speaks unrehearsed with comfort and ease. Is able to speak quickly with organized thoughts and concise answers.	Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure. Is able to speak effectively, has to stop and think and sometimes gets off focus.	Shows nervousness or seems unprepared when speaking unrehearsed. Seems to ramble or speaks before thinking.		X3	
All team members participated	All team members took an active role in the presentation.	Two team members took an active role in the presentation.	One team member took an active role in the presentation.		X3	
Use of visual aids	Visual aids add clarity and support what is being said during the presentation.	Visual aids add some clarity and support to what is being said during the presentation.	Visual aids add little to no clarity and support to what is being said during the presentation.		X3	
Media Plan	Key elements of the media plan are clearly communicated. Strong understanding of chosen media is present.	Key elements of the media plan are vaguely communicated. Vague understanding of chosen media is present.	Key elements of the media plan are not communicated. Little to no understanding of chosen media is present.		X3	
Questions and Answers	Correctly responds to judges' questions. Answers show familiarity with subject matter.	Is somewhat about to correctly respond to judges' questions. Answers show vague familiarity with subject matter.	Is unable to correctly respond to judges' questions. Answers do not reflect any familiarity with subject matter.		X12	

