

Ag Broadcasting / Journalism

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 Career Development Events.

Purpose

The purpose of the Ag Broadcasting / Journalism Career Development Event is to foster an understanding and to create an interest in the fields of agriculture and broadcast journalism.

Event Rules

- Two participants per chapter may participate in this CDE at the district level. The judges in each district will designate the three highest participants to compete at the state level.
- It is highly recommended that participants wear FFA Official Dress for this event.

Event Format

Broadcast copy and preparation:

All participants will be given the same material. Participants will be given more material than is necessary.- The participant may not bring in any outside stories, material or information other than the required commercial.

Actual radio copy will be used in competition material. The coordinator of the event will provide news copy from a radio station for district and state CDEs. Suggested items include: "The Sunriser," "Ag Watch," local weather forecast, or expanded weather summary.

The participant may cut, paste, or mark on the copy at his/her will. It is the responsibility of the participant to provide pens, paper, tape, scissors, etc. to prepare the copy.

Participants will be given 30 minutes to prepare for their broadcast in a designated preparation room. It is suggested that participants bring a watch or stopwatch to use in the preparation room.

Content and timing of broadcast:

The broadcast must be at least four minutes and no more than five minutes in length, including the commercial. A one-half point per second overtime or under time will be deducted from the score.

The timekeeper in the broadcasting room will show cards to indicate the time (in minutes) remaining, such as: (after first minute) four, three, two, one, one-half, zero. The timekeeper will announce time consumed at the conclusion of each presentation

The participant must introduce himself/herself as farm director or reporter for the radio station KFFA. If any other call letters or no call letters are used in the presentation to identify the station, five points will be deducted from the score.

The participant will perform in a room alone with the exception of a timekeeper. Judges and

audience members will be seated in another room and will listen to the participant via a sound system (microphone in the participant's room and a speaker in the other room). If necessary, a divider could be used to separate the participant from the judges.

Participants must read the market futures as a part of their broadcast.

Commercial

A 25- to 30-second commercial will be presented in the course of the broadcast. The commercial must not advertise any recognized commercial products. Fictitious products or services must be advertised. Any incidental duplication of existing products or services is up to the discretion of the judges.

Live sound effects are allowed, but no taped sound effects may be used for the broadcast or commercial.

No drugs, tobacco, or alcoholic beverages may be advertised.

The commercial can be written prior to the event and taken into the contest room and used in competition.

One-half point will be deducted from the score for every second the commercial is over 30 seconds or under 25 seconds.

Scoring

Ranking

Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation with each other. The judges' ranking of each participant shall then be added and the winner will be that participant whose total of the ranking is the lowest. Subsequent placings shall be determined in the same manner (low point score method of selection).

Tiebreakers

In case of a tie, the individual who has the highest grand total score shall have prior rating. If a second tie breaker is needed it will be overall delivery score.