

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 Materials

Microphone Recommendations:

- [RØDE NT-USB Mini Versatile Studio-quality Condenser USB Microphone](#)
- [ZealSound Podcast Microphone for PC](#)
- [FIFINE USB/XLR Dynamic Microphone](#)

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. Smartwatches are not permitted.

Content and timing of broadcast:

Students have 10 minutes to record a broadcast alone in a room, using Audacity to record and

time the event. Within those 10 minutes, students can adjust the microphone, record, edit, and/or rerecord as needed. Pre-recorded sound effects and AI use are not allowed.

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.

Students will be responsible for monitoring their time during the 10 minutes through the timer visible at the bottom of the computer screen.

The participant must introduce himself/herself as the 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. The presentation will be recorded. The member will have a chance to listen to the presentation after it is uploaded to make sure that there is no issues with the recording. The judges will then listen to the recording to judge.

Participants must read the market futures and a weather forecast accurately 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 or printed on paper 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 their combined futures, forecast, and commercial scores.