



UTAH  
FFA ASSOCIATION

# Career Development Events

## Agricultural Communications

### Contest Date and Time:

Wednesday, May 5th, 2021

10:00 a.m. - 1:00 p.m.

### Contest Location:

346 E .600 N.

Nephi, Utah

### Host:

Mariah Spencer

[mariah.spencer@usu.edu](mailto:mariah.spencer@usu.edu)

**State Provides:** Tables, chairs, social distance signs, CDE signs, hand sanitizer, and sanitation wipes/spray.

**Team Provides (if needed):** Laptop, charger, hotspot, easel, portable projector screen, portable projector, blank paper, and a pencil.

***All team members will be required to wear a mask, covering their nose and mouth, during the duration of CDEs.***

### Contest Details

The address for this competition is 346 E. 600 N., Nephi, Utah. There is our board room that will be for presentations and two classrooms down stairs for the practicums and tests.

*Teams will need to enter the doors on the west side of the building and go down the stairs.*

The state CDE will conform as closely as possible to the rules in the National FFA Career Development Events handbook 2017-2021. Event participants will be in Official Dress as recommended by the National FFA (see p. iv and p. viii of handbook). Participants cannot possess an electronic device during the quizzes. Recording devices are not allowed during the press conference. Violation of these rules may be grounds for disqualification of participants by the event coordinator.

Each team member must provide their own laptop and charger to compete. Team members must have access to Google Drive using a google compatible email address to compile their practicums to be judged. **Because of limitations of software this year, there will be no video productions component. Instead, there will be two journalist writers, one opinion writer, and one web designer.**

These are the following adaptations from the National FFA CDE handbook:

### Team Activities

**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. Media plans should follow the [2021 scenario provided by National FFA](#). **Media plans should be submitted to Mariah Spencer, [mariah.spencer@usu.edu](mailto:mariah.spencer@usu.edu) by April 20th.** No late submissions will be allowed.

**Media Plan Pitch - Presentation (175 points/team):** The team should present the media plan as if pitching it to the client in the identified scenario. The presentation should follow the structure of the written media plan and teams should bring examples of materials that would be used in the execution of the plan. Each team member must participate in the presentation. Each team will be allowed 15 minutes to present, following with five minutes for questions. Teams will have a total of ten minutes for setting up and tearing down. Provided equipment includes an easel, projector screen and table.

### Individual Activities

**Communications Quiz (25 points/individual; 100 points/team):** Each team member will complete a quiz that covers general knowledge of the agricultural communications industry. Questions may come from any section of the AP Style manual excluding sports guidelines. Team members will NOT be able to use the style manual or a dictionary during this quiz.

**Editing Quiz (25 points/individual; 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.

## **Practicums (100 points/individual; 400 points/team)**

Due to limitations this year with software and computers, there will be no video production component to the contest. Rather, there will be 2 journalistic writing components this year (see below).

1. **Web Design:** Each designer will use the press packet and information that was gathered in the press conference to develop a **WordPress site**. Web designers will also receive a selection of photos and content to use. The objective is to communicate the press conference speaker's topic and organization through appropriate design, navigation and use of provided photos and graphics. The designer may use the WordPress templates or customize a template. Participants will have 90 minutes to complete the practicum. Follow the instructions for the **web design practicum** as outlined in the 2017-2021 National FFA Career Development Events handbook.

2. **Journalistic Writing:** One journalist will write a **news story (300-350 words)**. Students will use a laptop computer and **Microsoft Word or Google Docs** and save to their assigned Google Drive folder provided by the state supervisor. Students will write the press release based on the press packet and information that was gathered in the press conference. Participants will have 90 minutes to complete the practicum. Follow the instructions for the **journalistic writers practicum** as outlined in the 2017-2021 National FFA Career Development Events handbook.

3. **Journalistic Writing:** One journalist will write a **press release (300-350)**. Students will use a desktop computer and **Microsoft Word or Google Docs** and save to their assigned Google Drive folder provided by the state supervisor. Students will write the press release based on the press packet and information that was gathered in the press conference. Participants will have 90 minutes to complete the practicum. Follow the instructions for the **journalistic writers practicum** as outlined in the 2017-2021 National FFA Career Development Events handbook.

4. **Opinion Writing:** Each opinion writer will write an op-ed (**500-750 words**) that takes a position and support it with evidence based on the press packet and information that was gathered in the press conference. It should be written for an appropriate audience, have a strong focus and lead (opening paragraph) and include a headline. The story will then be word processed by each opinion writer on a desktop computer and **Microsoft Word or Google Docs** and saved on their assigned Google Drive provided by the state supervisor. Participants will have 90 minutes to complete the practicum. Follow the instructions for the **opinion writers practicum** as outlined in the 2017-2021 National FFA Career Development Events handbook.

## **Tiebreakers**

*Team tiebreakers will be settled in the following order:*

1. Combined individual practicum rank score
2. Proposal rank
3. Presentation rank
4. Media plan

*Individual tiebreakers will be settled in the following order:*

1. Practicum score
2. Communications quiz score
3. Editing exercise score

## **Reference List**

This list of references is not intended to be inclusive. Other sources may be utilized, and teachers are encouraged to make use of the very best instructional materials available. The following list contains references that may prove helpful during event preparation:

- National FFA Core Catalog—Past CDE Material (<http://shop.ffa.org/cde-qasc1413.aspx>)
- Associated Press Stylebook and Libel Manual
- Microsoft ® Office computer program
- Bivins, T. Public Relations Writings: The Essentials of Style and Format, 4th edition. McGraw-Hill Higher Education, ISBN 0-844-20351-3
- Calver, P. (editor). The Communicator's Handbook. 4th edition. Maupin House, Gainesville, FL 32607 <http://www.maupinhouse.com>
- Harrower, T. Newspaper Designer's Handbook, 5th edition. McGraw-Hill Higher Education. ISBN 0-07-249291-0
- Kalbfeld, B. Associated Press Broadcast News Handbook. McGraw-Hill Higher Education, ISBN 0-07-136388-2
- Telg, R. and T. Irani. Agricultural Communication in Action: A Hands-On Approach, 1st edition. Cengage/Delmar Publishing, ISBN 1111317143 (Online versions available)

## **EVENT SCHEDULE**

Times TBD

|                                     |   |
|-------------------------------------|---|
| Team Registration                   | 20 minutes  |
| CDE Orientation                     | 10 minutes  |
| Communications Quiz                 | 20 minutes  |
| Editing Quiz                        | 20 minutes  |
| Media Plan Presentations            | 30 minutes per team (happening simultaneously with quizzes) |
| Break & Set up for Press Conference | 5 minutes   |
| Press Conference                    | 20 minutes  |
| Press Conference Q&A                | 10 minutes  |
| Practicums Begin                    | 90 minutes  |

If you have any questions about the event, please contact the event coordinators:

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