

# 2018 Agricultural Communications CDE

*May 11, 2018 at the University of Connecticut, Storrs, CT*

*CDE Superintendent: Lee McMillan*

**lmcmillan@blmfld.org**

## Contest Information

There are several national changes to this national Career Development Event! Please visit the national rules at [https://www.ffa.org/SiteCollectionDocuments/cde\\_agcomm.pdf](https://www.ffa.org/SiteCollectionDocuments/cde_agcomm.pdf) to learn about this CDE. This will follow the National FFA Guidelines as closely as possible and will utilize all scoring rubrics designed by National FFA.

- ❖ There are four students per team (in the past it was three)
- ❖ Each team member will need to be assigned a role. The practicum roles now include:
  - Web designer
  - Video producer
  - Journalistic writer
  - Opinion writer
- ❖ Teams will need to purchase Adobe Premiere Pro for the Video Producer portion of the practicum. (<http://www.adobe.com/products/premiere.html>) OR a similar platform if deemed appropriate by the Superintendent. Please send the Superintendent an email requesting any program other than Adobe Premiere Pro no less than three weeks prior to the CDE for approval.
- ❖ The Web Designer will need to have a WordPress free account set up prior to the CDE and may use its templates. (<https://wordpress.com/>)
- ❖ Each team member will need to bring their own laptop with the required software installed for use in their individual practicum role. Internet access will be provided.
- ❖ Each contestant should have a working google.docs account for the purpose of sharing the contest materials with the CDE superintendent during the CDE. All work to be handed in for this CDE is to be done at the contest and not ahead of time.
- ❖ The video producer is to bring their own headphones.
- ❖ A projector, computer and screen will be provided to each team for the presentation. Coaches are to alert the CDE superintendent one week prior to the contest if they need an easel as well.
- ❖ The media plan is due to the CDE superintendent via e-mail two weeks prior to the CDE date by midnight. (April 27, 2018)

# 2018 Agricultural Communications CDE

May 11, 2018 at the University of Connecticut, Storrs, CT

CDE Superintendent: Lee McMillan

lmcmillan@blmfld.org

## 2018 Topics & Tasks for the Team Presentation and the Individual Practicums

1. AGRICULTURE-RELATED MEDIA PLAN: 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. On the day of the CDE, the team will make a pitch (oral presentation) of the media plan to three judges.

### **2018 MEDIA PLAN SCENARIO:**

Your Chapter's Agricultural Communications Committee has been approached by an organization that represents farmers and ranchers, such as the Farm Bureau or a commodity board to select, promote, and/or recognize a local farmer/rancher to various media outlets regarding this person's commitment/service to agriculture and/or innovative production techniques that increase the food supply and make it safe to eat. Your committee has the option to decide what is included in the promotion of this farmer or rancher. This promotion might include one or more of the following; innovative farming/ranching techniques, service/leadership in the community, overcoming a challenge, commitment to food safety or other attributes associated with the farmer/rancher. Please remember that the plan should also focus on promoting agriculture and the agricultural industry to consumers.

## 2. PRACTICUMS:

- Web designer - WordPress site creation
- Video producer – video (60-90 seconds)
- Journalistic writer – News Story (300–350 words)
- Opinion writer – Op-Ed (500-750 words)

### Contest Schedule

8:30 – 9:00	W.B. Young Leris Lab 231	Registration
9:00 – 9:30	W.B. Young Leris Lab 231	Press Conference & Practicum
9:30 – 10:30	W.B. Young Leris Lab 231	Practicums
10:30 – 1:00	W.B. Young room 228	Team Presentations
10:30 – 1:00	W.B. Young Leris Lab 231	Testing (concurrent)

### Results:

Results will be posted on the CAAE website in accordance with the General Rules for Connecticut Career Development Events. All questions and concerns in regards to this CDE should be directed to the CDE Superintendent.