

2019 Agricultural Communications CDE

May 10, 2019 at the University of Connecticut, Storrs, CT

CDE Superintendent: Lee McMillan

lmcmillan@blmfld.org

Contest Information

Please visit the national rules at 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
- ❖ Each team member will need to be assigned a role. The practicum roles 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's laptop should have a port for a jump drive as all materials for the practicum will be given to the students via jump drive and all work will be saved on their assigned jump drive. 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 26, 2019**)

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2019 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.

2019 MEDIA PLAN SCENARIO: Your chapter's Ag Communication Committee has been approached by your State FFA Association to help tell the story of a local FFA chapter. The story needs to be one that builds awareness, encourages agricultural advocacy and promotes FFA engagement to a diverse audience group. You are responsible for selecting an FFA chapter from your state to promote via various media outlets. Your committee has the option to decide what is included in the promotion of this chapter. This promotion might include one or more of the following: ways the chapter has promoted agricultural education, their program, or agricultural advocacy in a unique or innovative way; ways the chapter has engaged in some type of community outreach program that supports the ag industry; ways the chapter is undergoing some type of special project/initiative important to their state, regional, or local community.

2. PRACTICUMS: A press conference will be held immediately before the scheduled practicums. Each team member will receive a press packet with the background information on the agricultural topic and expert to use during the event. An expert will speak on a current agricultural topic for 20 minutes. Students will be provided with paper to take notes if they wish. The writers will be given 10 minutes of questioning.

The practicums will consist of 4 individual events. Each team must assign a member to one of the following areas prior to arriving at the contest.

- Web designer - WordPress site creation
- Video producer – Video (60-90 seconds)
- Journalistic writer – Feature Story (350-500 words)
- Opinion writer – A letter to the Editor (300-500 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 CT FFA 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.