



AGRICULTURAL COMMUNICATIONS TOPICS – 2023

AGRICULTURE-RELATED MEDIA PLAN (200 POINTS/TEAM)

Teams will play the role of communications consultants and 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. At the national event, the team will make a pitch (oral presentation) of the media plan.

2023 MEDIA PLAN SCENARIO:

Your State FFA Association has approached your chapter's agricultural communications committee to select and promote one FFA alum/supporter from your state to various media outlets. Your committee has the option to decide what is included in the promotion of this individual. This promotion might consist of one or more of the following –

- A significant, innovative, or unique contribution of the alum/supporter in giving back to FFA or agricultural education programs within the state, their local community, or state-wide initiatives;
- A special project, event, or issue/challenge supported by efforts from the alum/supporter within FFA or agricultural education programs within the state;
- A unique service, action, or mentorship the alum/supporter provides to FFA or agricultural education programs within the state;
- Fundraising or scholarship support efforts initiated by the alum/supporter for FFA or agricultural education programs within the state;
- Other attributes associated with the alum/supporter that supports FFA and agricultural education programs, the local community, or state-wide initiatives.

Please remember that the plan should also focus on promoting agriculture, agricultural education, and the agricultural industry to consumers in your state.

PRACTICUMS

1. Web design – annual
2. Video producer – annual
3. Journalistic writing practicum (2023) – a press release (300-350 words)
4. Opinion writing practicum (2023) – a letter to the editor (300-500 words)