Ag Communications
Contest Description and Rules:

Please direct questions to:

Maranda Degenhardt (maranda.degenhardt@my.uwrf.edu)
Cierra Essock (cierra.essock@my.uwrf.edu)

EVENT RULES:

Teams competing in the WI FFA State Agricultural Communications CDE and the Ag Technology Contest will include all portions of the National FFA Agricultural Communications Contest, EXCEPT the written media plan. Teams or individuals competing for Ag Technology Contest choosing to not complete the media plan presentation will receive 0 points for the team component, but will still qualify for individual awards.

A full team will consist of 4 individuals.

Official Dress is appropriate.

EVENT COMPONENTS:

I. Ag Related Media Plan

2017 MEDIA PLAN SCENERIO

Your chapters’ Ag Communication Committee has been approached by a State FFA Association to select and promote one of your FFA Member’s to various media outlets about the benefits of FFA Membership. Your committee has the option to decide what is included in the promotion of this member. This promotion might include one or more of the following; SAE Program, special project, event, or issue/challenge, or other attributes associated with the FFA Member. Please remember that the plan should also focus on promoting Agriculture Advocacy.

II. Test

• Editing exercise test (30 min)
• Communications quiz (30 min)
IV. **Media Plan Presentation (25 Min per team)**

**Members must bring own technology (Presentations will occur in a small conference room. A flat panel display will be provided. A laptop or tablet can be used for electronic presentations, but is not required)**

- 5 minutes set up
- 12-15 minutes in front of a panel of judges
- 5 minutes of tear down
- 5 minutes for judges to collaborate
- Presentation Guidelines
  - Introduce Program
  - Goals of Media Plan (minimum of 3)
  - Target Audience
  - Strategic Plan (How will goals be met?)
  - Timeline of Events
  - Basic Outline of Budget
  - Conclude

V. **Practicums**

Press Conference (30 Minutes)
Break out into 4 areas: (1 Hour)
- Web Design
- Video producer
- Journalistic writers
- Opinion writers

**2017 PRACTICUM DETAILS**

**Web Design**
**Video Producer** – Storyboard for a video project
**Journalistic Writer** – Press Release
**Opinion Writer** – a Blog Post
2017 Agricultural Technology Contest 
University of Wisconsin – River Falls

<table>
<thead>
<tr>
<th>EVENT</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>Media Plan Presentation</td>
<td>125</td>
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<tr>
<td>· Presentation Guidelines</td>
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<tr>
<td>· Introduce Program (10pts)</td>
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<td>· Goals of Media Plan (minimum of 3) (30pts)</td>
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<td>· Target Audience (10pts)</td>
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<tr>
<td>· Strategic Plan (How will goals be met?) (45pts)</td>
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<td>· Timeline of Events (10pts)</td>
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<td>· Basic Outline of Budget (10pts)</td>
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<td>· Conclude (10pts)</td>
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Tests- 200 points possible

Communications Quiz 100 (25 pts/member)
Editing Exercise 100 (25 pts/member)

Practicums- 400 points possible

Web Design 100
Video producer 100
Journalistic writer 100
Opinion writer 100

Total individual score possible 150
Total team score possible as Ag Technology Contest (top 2 individuals + team) 425
Total team score possible as State FFA Contest (all 4 individuals + team) 725

TIE BREAKERS

I. Team ties will be broken in the following order:
   1. Media Plan Presentation rankings
   2. Practicum rankings
   3. Quiz rankings
   4. Editing exercise rankings

II. Individual ties will be broken in the following order:
   1. Practicum Ranking
   2. Quiz Ranking
   3. Editing exercise ranking

https://www.uwrf.edu/AGED/CDE/AgriculturalTechnologyContest.cfm