

AGRICULTURAL COMMUNICATIONS

Sponsored by:

Department of Agricultural Education, Communications & Leadership

Oklahoma State University

Division of Agricultural Sciences and Natural Resources

Contest Superintendent

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Contest Details

Date: Saturday, April 25, 2009

Time: 8 a.m.

Location: Room 202, Agricultural Hall, OSU

Preregistration: Advisors preparing individuals or a team for the 2009 AGCM CDE should **preregister** their students by sending an e-mail to the superintendent indicating the total number of participants no later than **April 17, 2009**. Students' names would be appreciated but are not required.

Attention FFA Advisors:

Our goal for the Agricultural Communications Career Development Event at OSU is to showcase agricultural communications careers to as many FFA members as possible, as well as to select the team to represent Oklahoma FFA at the national competition. To attain that goal, we have **redesigned the state contest**; therefore, please read these guidelines carefully. As this is the first time using this new structure, the faculty would appreciate your patience and cooperation.

Contest Purpose, Objectives, Rules and Guidelines

Structure

Individuals or teams will be eligible to participate in the Oklahoma FFA Career Development Event in Agricultural Communications. Each chapter may enter up to four members (a three- or four-member team **or** up to two individuals).

All participants MUST be in official FFA dress; members not in official dress will be disqualified. Students with cell phones will be disqualified. Students will be provided with paper to take notes if they wish; however, **students should bring their own pens or pencils.**

The three highest individual scores will constitute a team score. Both overall team and individual awards will be given. Team members and individuals will be eligible for individual awards. The top team will be eligible to represent Oklahoma in the 2009 National FFA Agricultural Communications CDE. The rest of this document identifies the five components of the 2009 CDE and how it will be scored. A specific scoring rubric will be provided on the contest Web site at a later date.

References: Associated Press Style Manual (available online and from most major or campus bookstores)
Agricultural Communications CDE Guidebook (a download from National FFA CDE Web site)
Writing for Agriculture (2nd edition) ISBN 0-7872-7813-0

A. Editing exercise

Because editing is a critical skill for all communicators, each participant will complete an editing exercise. They will be given a printed document that contains 25 identified sections. Students must determine whether an identified section is correct or incorrect. For the incorrect items, participants will be required to correct the mistakes using appropriate proofreader's marks (see <http://aged.okstate.edu/cde/ffa1.htm>). Style, grammar, punctuation, and spelling mistakes will be included. Participants will NOT be able to use a style manual or dictionary during this exercise.

B. Communications Quiz

Each participant will complete a 25-question quiz that covers basic elements important to journalistic writing, broadcasting, public relations, graphic design, and ethics of communication.

C. Communications Component I: Photography

Each participant will be given 10 minutes to rank four photos based on the photographers' implementation of appropriate photography techniques and principles (use of light, focus, composition, angle, news value, etc.). After ranking the class of photos, each participant will be given 15 minutes to type reasons for the ranking using Microsoft Word. Participants will be scored on the content of their reasons and on their ability to communicate their thoughts in writing. The reasons may be no more than one typed page (double-spaced, 12-point Times New Roman text, 1-inch margins).

D. Communications Component II: Graphics

Each participant will be given 10 minutes to rank four graphic-design samples based on the designers' implementation of design principles (focus point, flow, consistency, balance, appropriateness). After ranking the class of graphic-design samples, each participant will be given 15 minutes to type reasons for the ranking using Microsoft Word. Participants will be scored on the content of their reasons and on their ability to communicate their thoughts in writing. The reasons may be no more than one typed page (double-spaced, 12-point Times New Roman text, 1-inch margins).

E. News Release Writing Critique

Each participant will read and evaluate a news release and will write a critique of the release based on news writing principles. Participants will be scored on the content of their critiques and on their ability to communicate their thoughts in writing. The critique may be no more than one typed page (double-spaced, 12-point Times New Roman text, 1-inch margins).

A well-prepared news release should be written as if it were to be distributed by a company or an organization to a general (non-agricultural) audience. It should have a strong focus and lead (opening paragraph). The story should provide answers to who, what, when, where, how and why. In addition, stories should use appropriate grammar, punctuation, spelling, and Associated Press style.

Overall CDE Timeline

Following a brief orientation in 202 AGH, participants will be divided into five groups to begin a rotation to each component. Participants will have 30 minutes to complete each of the five components.

Scoring

Communications Quiz	50
Editing Exercise	50
Communications Component I: Photography	
Ranking/Placing	50
Reasons	50
Communications Component II: Graphics	
Ranking/Placing	50
Reasons	50
News Release Critique	50
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TOTAL POSSIBLE POINTS per participant	350

As noted above, the three highest individual scores will constitute a team score. On four-person teams, the lowest overall score will be dropped.

Tie Breakers

Team tie breakers will be settled in the following order:

1. Communications Quiz Score
2. Editing Exercise Score
3. New Release Critique Score

Individual tie breakers will be settled in the following order:

1. Communications Quiz Score
2. Editing Exercise Score
3. New Release Critique Score