AGRICULTURAL COMMUNICATIONS
3- or 4-Member Team or up to 2 individuals

IMPORTANT NOTE
Please thoroughly read the General CDE Rules Section at the beginning of this handbook for complete rules and procedures relevant to State FFA Career Development Events.

I. PURPOSE
The purpose of the agricultural communications career development event is to showcase agricultural communications careers to as many FFA members as possible. Public communications about agricultural products, practices and policies are essential to the future of agriculture. Students have a bright future in the job market when equipped with strong communication skills, teamwork skills, and the ability to analyze a variety of media to help the public understand issues related to the industry of agriculture.

II. OBJECTIVES
A. Identify agricultural communications best practices, standards and ethics.
B. Apply selected Associated Press style guidelines.
C. Analyze and evaluate visual and written media.
D. Demonstrate ability to write clearly and concisely.

III. EVENT RULES
A. Advisers preparing individuals or a team for the 2017 AGCM CDE should preregister their students by registering online at www.judgingcard.com by the April 15, 2017, deadline.

B. All participants MUST be in official FFA dress or will be disqualified. Only resource allowed is a pencil.

C. The three highest individual scores on a team will constitute a team score (low individual score on a team will be dropped).

D. 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 2017 National FFA Agricultural Communications CDE.

IV. EVENT FORMAT
A. Team Make-Up
   1. Individuals or teams will be eligible to participate in the Oklahoma FFA Career Development Event in Agricultural Communications.
   2. Each chapter only may enter up to four members (a three- or four-member team or up to two individuals).
B. Equipment
   1. Students must provide their own No. 2 pencils.
   2. Universal Form A will be provided.

C. Event Schedule
   1. Each contestant shall complete the event in the time allotted:
      a. Editing and Communications Theory Exam (30 minutes)
      b. Communications Component 1: Photography (30 minutes)
      c. Communications Component 2: Graphics (30 minutes)
      d. News Release Writing Critique (30 minutes)

D. Editing and Communications Theory Exam (100 Points)
   Each participant will complete a 50-question, multiple-choice exam that includes questions regarding AP Style editing, journalistic writing, broadcasting, public relations, graphic design and ethics of communication. Students specifically should review the 2016 AP Style Manual as well as units 1, 2, 4, 5, and 6 of Communications in Agriculture (2009). Questions concerning style, grammar, punctuation and spelling mistakes will be included. Participants will only be allowed to use a pencil during this exam.

E. Communications Component I: Photography (Rank: 50 Points; Reasons: 50 Points)
   Each participant will 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 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).

F. Communications Component II: Graphics (Rank: 50 Points; Reasons: 50 Points)
   Each participant will rank four graphic designs of the same type (potential graphic items include fliers, business cards, advertisements, logos, etc.). Ranking should be based on the designers' implementation of design principles: focus point, flow, consistency, balance, and appropriateness. After ranking the class, each participant will 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).

G. News Release Writing Critique (50 Points)
   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 can 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.

V. **SCORING**

Editing and Communications Theory Exam .................. 100
Photography Placing Class ........................................ 50
Photography Reasons ................................................. 50
Graphics Placing Class .............................................. 50
Graphics Reasons ....................................................... 50
News Release Critique .............................................. 50

**Total Points**

| Individual | 350 |
| Team | 1050 |

VI. **TIEBREAKERS**

A. Team tie breakers will be settled in the following order:
   1. Editing and Communications Theory Exam Score
   2. News Release Critique Score
   3. Graphics Reasons Score
   4. Photography Reasons Score

B. Ties for individual awards shall be broken by substituting the word “individual” wherever the word “team” appears above.

VII. **AWARDS**

The top five teams and top 10 individuals will be determined and recognized. Awards will be given to the top three teams and individuals during the Oklahoma FFA Convention.

VIII. **REFERENCES**


CIMC: AG304510 (student); AG104510 (teacher)

2016 Associated Press Style Manual (http://www.apstylebook.com/)
IX. SUPPLEMENTAL MATERIALS AND FORMS

Universal Form A Scansheet