

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. All participants MUST be in official FFA dress or will be disqualified.**
- B. Participants will NOT be able to use any reference materials during this contest. The only acceptable resource 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 2019 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)
 - e. An additional “empty” rotation block (30 minutes) will be included *if* the number of contestants exceeds 80.

D. AP Style 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 2018 AP Style Manual items listed on the 2018 AP Stylebook Study Sheet provided in extra materials as well as units 1, 2, 4 (excluding the AP examples), 5, 6, and 7 of Communications in Agriculture (2017).** Questions concerning style, grammar, punctuation and spelling mistakes will be included. Participants only will 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 flyers, 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 should NOT rewrite the news release.**

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).

V. SCORING

AP Style 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. AP Style 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

Communications in Agriculture (2017). Available from ODCTE CIMC (see <http://store.okcimc.com/agricultural-education/all-products/communications-in-agriculture-student-1.html>). CIMC: AG304510 (student); AG104510 (teacher)

2018 Associated Press Style Manual (<http://www.apstylebook.com/>)

IX. SUPPLEMENTAL MATERIALS AND FORMS

Universal Form A Scansheet