OHIO AGRICULTURE COMMUNICATION
CAREER DEVELOPMENT EVENT

Effective August 1, 2005
(Changes for 2005 are highlighted)

IMPORTANT NOTE: Please thoroughly read general rules for complete rules and procedures that are relevant to all Ohio Career Development Events.

I. EVENT RULES

1. Team Make-up- The event will **consist of a five-member team. All 5 scores count.**

2. The presentation will be a live presentation in front of the judges.

3. It is highly recommended that participants be in official FFA dress in each event.

4. The Ohio Agricultural Communications Career Development Event will be limited to two teams from each district, if there are more than 2 teams in any district wishing to participate, that district must have a district elimination CDE.

5. All material will be student produced and verified by the instructor/coach.

6. The event will include both written as well as oral communications presentations.

The judges will be selected from print and broadcast media, agriculture producers and other members of the agriculture communications community.

7. Each school is responsible for bringing 3 computers, (laptops if possible) Also, 1 printer set to be used with both computers you bring.

II. EVENT FORMAT

A. EQUIPMENT

Needed: all equipment to participate. 3 laptops, one with your web design program on it, (if we have a computer lab, you will be notified) (you will need 1 cassette tape to record the broadcast, tape, scissors, glue, ruler, 5 notebooks to take notes at the press, tape recorder, 3.5 floppy disks for both typed reports.

B. TEAM ACTIVITIES

Communications Project Proposal and Presentation:
Each team will prepare a communications project proposal for their chapter. The proposal will explain the communi-

cations activities planned to publicize an event/issue. Guidance on the event/issue is presented below. Four copies of the proposal are to be sent the CDE Coordinator 14 days prior to the CDE. The team will be giving a live presentation the day of the CDE

1. Guidelines for Proposal

The key to producing a good communications project proposal is to select a project that is specific enough that you will be able to do a good job with it.

a. The proposal should be a maximum of 12 double spaced typed pages on 8.5" X 11" white bond paper using 1" margins and 12 point Time New Roman or Times as the font.

b. Staple the proposal in upper left hand corner. DO NOT bind or place in folders, special binders, or covers.

c. Follow style established in the Associated Press Stylebook and Libel Manual.

d. A cover page should give the title of the communications proposal, state, chapter name, team member names, and date.

e. The communications project proposal should include the following sections:

1. rationale for selecting the project, including background information that helps provide judges with an understanding of the project and the situation or locale where it will be implemented.

2. objectives of the project (what is the project to accomplish).

3. audiences to be targeted with this project.

4. key messages or themes to communicate to the audiences.

5. media (brochures, newspapers, signage, radio, etc.) selected to accomplish the project.

6. budget to produce and place communications materials.

7. criteria upon which project will be evaluated (these criteria should result in some indication of how well the project accomplishes the stated objectives).

2. Topic for communications project proposal and presentationThe communications project proposal and presentation will be based on the same topic. The topic will be chosen by the team from a theme of possible topics provided by National FFA. The themes of topics will
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rotate from year to year
(see table).

PROJECT THEMES AND POTENTIAL TOPICS FOR THE UPCOMING YEARS.

2007-2008 - Safety Issues- Tractor safety: pesticide/ fertilizer applicator safety; livestock handling safety; ag mechanics safety; hunter safety;controlling noxious plants; ATV safety.

2008-2009- FFA COMMUNITY INVOLVEMENT- Building local community support: publicizing community service projects; publicizing community and educational value of SAE's; FFA- sponosred community events.

2009-2010- LOCAL ENVIRONMENTAL ISSUES- Responsible production practices; environmentally friendly lawn landscape and gardening practices; hazardous household waste management; use of pesticides and fertilizers; soil fertilizers; soil testing by homeowners and producers.

3. Communications project presentation:

The presentation the team should present at the CDE is based on the following:
· The presentation should follow and cover all of the items listed in section A-5 of the Guidelines for Proposal.
· Include examples of materials prepared during the execution of the proposal (ex. brochures, newsletters, news releases, photos, graphics, videos, radio tapes, etc.)
· Team members should not rely solely on equipment. Each team member must participate in the presentation.

C) INDIVIDUAL ACTIVITIES

1. Tests
a. Editing exercise

Because editing is a critical skill for all communicators, each team member will complete an editing exercise. They will be given a printed document that contains 25 mistakes. In correcting the mistakes, team members will be required to use correct proofreader's marks (see Associated Press Stylebook and Libel Manual). Style, grammar, punctuation and spelling mistakes will be included. Team members will NOT be able to use the style manual or a dictionary during this exercise.

b. Communications quiz
Each team member will complete a quiz that covers basic elements important to the skill areas of journalistic writing and broadcasting, public relations writing, and graphic design. Five questions will be written for each segment, which includes broadcast, public relations, news, visuals,

and ethics of communication. Team members will NOT be able to use the style manual or a dictionary during this exercise.

2. Practicums

The practicums will consist of four individual events. Each team should assign a member to one of the following activities PRIOR to arriving at the event:

1. Organizing and writing news story;

2. Organizing and writing a press release;

3. Developing and carrying out a broadcast; or

4. Preparing a graphic and photo editing for a news story.

All teams will meet in a central location for an orientation and press conference. Teams will be divided so that all broadcasters sit together, all news writers sit together, all press release writers sit together and all graphic designers sit together. All team members will be given an orientation at the beginning of the practicums to last no more than 10 minutes.
Following the orientation, the press conference will be held. Each team member will receive a press packet with background information on the agricultural topic and expert to use during the event. An expert will speak on a timely agricultural topic for 20 minutes. Students will be provided with paper to take notes if they wish. After the 20-minute presentation, the broadcasters and graphic designers will be dismissed to a different area to complete their assigned tasks. (See detailed descriptions of assignments below.)
The news writers and press release writers will then be involved in a 10-minute question and answer period with the expert (speaker). Only the news writers will be allowed to ask the questions. Each news writer will stand to be recognized before asking a question. News writers may ask more than one question however, the expert will attempt to address questions from as many different contestants as possible. All news writers and press release writers may take notes during the question and answer period, but only news writers will be allowed to ask questions of the expert. Tape recorders will not be allowed during this portion of the event.

Upon completion of the 10-minute question and answer session, the news writers and press release writers will be dismissed to a computer room to complete their assigned tasks.

Description of each team member's assignment

News writers

Students are to write a news story based on information gathered at the news conference. It should be written for an agriculture publication (agriculture producer) audience. The story should have a minimum of 250 words and follow news or inverted pyramid style. It should have a strong focus and lead (opening paragraph). The story should provide answers to who, what, when, where and why. Students also should write a headline for their story. Each writer can use notes from the press conference, the Q&A session and from information in the press packet. After writers arrive in their designated room, they will have 60 minutes to complete their task. The story will be word processed by the student on a computer, printed out and turned in to be scored. Judging will be based on written communication skills, accuracy, organization, style, creativity and grammar.

Press release writers

Each press release writer will use the press packet and the information gathered in the press conference to write a 200- to 300-word press release excluding the words in the header. The release should be written as if the expert's company or organization was distributing it. The release will be word processed on a computer, printed out and turned in to be scored. Once the press release writers arrive in the computer room, they will have 60 minutes to complete the task.

Broadcasters

Each broadcaster will use the press packet and information that was gathered in the press conference to write and carry out a two-minute radio broadcast. The message should be suitable to be aired on a radio station or radio network. After the contestant has developed the story, he or she will use a standard cassette and tape recorder to broadcast the story. The cassette with the recorded broadcast will be turned in to be evaluated. Students will be able to listen to their recording prior to turning in the cassette if time allows. All tape recorders will be the same; therefore, recording quality will not be a factor in the evaluation process. Broadcasters will also develop and turn in five written questions that he or she would have asked the expert if they were given the opportunity to interview the expert after the press conference. These written questions will be turned in along with the cassette once the student has completed the tasks. After the broadcasters arrive in their designated room, they will have 60 minutes to complete their tasks.

Graphic Designers

Each graphic designer will complete a graphic art, photo editing, and photo caption writing exercise. Effective communication or information sharing through visual tools is the objective. After graphic designers arrive in their

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designated room, they will have 60 minutes to complete their two tasks. Each of these tasks is described below. Graphic art exercise—Each student creates a chart or table on a computer that illustrates numeric data from the press conference. A press packet (including news release and data) is provided for each artist. Students are judged on their graphic art skill, understanding and use of statistics and creativity.

Photo editing exercise—Students will receive a variety of black & white photos or color photos (5x7 prints) and will be asked to select the best photo to use in a story based on the news conference. Each student should make photo-cropping suggestions by marking the photo borders with a wax pencil. Each student is to give oral reasons on why they selected a particular photo. These reasons should include the photo's best qualities, its visual appeal to readers, and how it helps communicate the story's message.

Photo caption writing exercise—Students are to write a two-line caption (approximately 25 words) for their selected photo. Students will be judged on accuracy of information, grammar, brevity, clarity and creativity of captions.

Webpage Design

`Each web designer will use the press packet to design and develop a two-page website publicizing the issue presented at the press confere n c e . P a rticipants will use computer programs that will be identified and shared with state staff annually to develop their website. The website should be designed for the speaker's organization based on supplied specifications. These specifi-cations may include but are not limited to external hyperlinks, internal hyperlinks, banners, background colors, logos, e-mail links, photographs and contact lists. Participants will bring a computer with a webpage program in-stalled. After web designers arrive in their designated room, they will have 60 minutes to complete their tasks.`

OVERALL CDE TIMELINE AND SCHEDULE

1. Communication plan interview— 15 minutes

2. Tests (editing exercise and quiz) — 30 minutes

3. Practicum — 1 hour and 40 minutes

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Total = 2 hour 25 minutes

Schedule

Orientation

Communications Project Interviews

Communications Quiz

Editing Exercise

Press Conference

Rotating groups- Practicums

III. SCORING

COMMUNICATION PROJECT PROPOSAL

Rationale 25

Objectives of project 25

Target audiences to address 20

Key messages 15

Media selection 20

Budget 10

Evaluation criteria 15

Grammar, punctuation, spelling, 20

style

TOTAL 150

COMMUNICATIONS PROJECT PRESENTATION

Professionalism 10

appearance (official dress), poise and posture, attitude/confidence, demeanor, ethical concerns

Knowledge of subject 15

Power of expression 10

directness, sincerity, emphasis

Verbal skills 40

Verbal communication with judges
grammar, voice (quality, pitch, articulation, pronunciation,

force)

Questions and Answers 50

ability to answer questions on the presentations which are asked by judges indicating originality,

familiarity with subject and ability to think quickly.

Supporting Evidence 10

examples that document the materials used to develop the project

Creativity and innovation 15

PRESENTATION TOTAL 150

TESTS

Communications Quiz 100
(25 points per team member)

Editing Exercise 100
(25 points per team member)

TEST TOTAL 200

PRACTICUMS

News writer story

Lead/focus 20

Organization, brevity, conciseness 15
and clarity

Correct style 10

Accuracy of information and quotes 20

Creativity 10

Headline 10

Grammar, spelling, punctuation, 15
word choice

SUBTOTAL 100

Press release writer story

Lead/focus 20

Organization, brevity, concise and 15

clarity

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Correct style 10

Accuracy of information and quotes 15

Creativity 10

Header/headline 10

Grammar, spelling, punctuation, 10

word choice

Company or product information 10

SUBTOTAL 100

Broadcaster recording

Voice quality 10

Power of expression 10

Lead/focus 15

Clarity of communication 10

Organization, concise and brevity 10

Creativity 10

Accuracy of information and quotes 15

Quality of five written follow-up 20

questions

SUBTOTAL 100

Graphic Designer exercises

Graphic art skill 20

Understanding and use of statistics 15

Creativity 15

Photo editing 20

Reasons (critical thinking) 15

Photo caption-writing 15

SUBTOTAL 100

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Web Design
Appropriate Design (related to audience
   and topic) . . . . . . . . . . . . .15
Use of Web Design Principles . . . . . .25
   Adherence to Site Specifications . . .20
Neatness and Creativity . . . . . . . .15
   F u n c t i o n a l i t y o f S i t e
(includes  working  hyperlinks)15
Editing/Proofreading    (grammar,
spelling, punctuation, etc) . 10
SUBTOTAL . . .              100


TOTAL  PRACTICUM  SCORE  . . .500
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TOTAL TEAM SCORE POSSIBLE

Practicum scores 500

Communications project proposal 150

Project presentation 150

Test scores 200

TOTAL POSSIBLE 1000
_____

IV. TIEBREAKERS

1. Team tiebreakers will be settled in the following order:

a. Proposal score

b. Practicum scores

c. Presentation score

2. Individuals tiebreakers will be settled in the following order:

a. Practicum score

b. Quiz score

c. Editing exercise score

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V. AWARDS

Awards
Teams one through five will receive a banner, teams 6-10
will receive a plaque.
The top ten individuals will receive a plaque.

The CDE results will not be official until 7 days after the
results are posted, either by
the web page, announced the day of the event or by mail,

VI. References:
This list of references is not intended to be inclusive.
Other sources may be utilized and teachers are encouraged
to make use of the very best instructional materials
available. The following list contains references that may
prove helpful during event preparation.

Associated Press Stylebook and Libel Manual
Pagemaker- Computer Program
Calber, P. (editor) The Communicator's Handbook.. 4th
edition. Maupin House, Gainesville, Fl. 32607 http://
www.maupinhouse.com

Agricultural Communications

Name: Chapter:_____

School No: _____

WEB DESIGN PRACTICUM

Total Score:

	POSSIBLE SCORE	MEMBER SCORE
Appropriate design – (related to audience and topic)	15	_____
Use of Web design principles	25	_____
Adherence to site specifications	20	_____
Neatness and creativity	15	
Functionality of site (includes working hyperlink)	15	_____
Editing/Proofreading – (grammar, spelling,punctuation, etc.)	10	_____
Total Possible:	100 Total Member Score	_____

Judges Notes: _____

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