

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. GUIDELINES FOR PRELIMINARY EVENT

- A. Preliminary Event Rules
 1. All participants **MUST** be in official FFA dress or will be disqualified.
 2. Participants will **NOT** be able to use any reference materials during this contest. The only acceptable resource is a No. 2 pencil with which the participant will record his/her answers on the Scansheet for JudgingCard.com.
 3. Up to four FFA members may participate in the preliminary portion of the competition. The three highest individual scores on a team will constitute a team score (low individual score on a team will be dropped).
- B. Preliminary Event Team Make-Up
 1. Each chapter may enter up to one team consisting of no more than four FFA members in the preliminary competition to earn a place in the finals of the Oklahoma FFA Career Development Event in Agricultural Communications.
- C. Preliminary Event Equipment
 1. Participants will use a Scansheet for use with JudgingCard.com to record their responses.
 2. Each participant must have their own No. 2 pencil.
- D. Preliminary Event Schedule
 1. AP Style Exam (30 minutes)
 2. Communications Component 1: Photography (15 minutes)
 3. Communications Component 2: Graphics Class of Business Cards (15 minutes)
- E. Preliminary Event Components
 1. AP Style Exam (100 Points)
 - a. Each participant will complete a 50-question, multiple-choice exam that includes questions regarding AP Style, grammar, punctuation and spelling.

- b. Students specifically should review the 2024-2025 AP Style Manual items listed on the 2024 AP Stylebook Study Sheet provided in extra materials.
- 2. Communications Component I: Photography (50 Points)
 - a. Each participant will rank four photos based on the use of appropriate photography techniques and principles (use of light, focus, composition, angle, news value, etc.).
- 3. Communications Component II: Graphics Class of Business Cards (50 Points)
 - a. Each participant will rank four business cards for the same individual. Ranking should be based on the use of design principles: focus point, flow, consistency, balance, and appropriateness.
- F. Preliminary Event Scoring
 - AP Style Exam Score 100
 - Photography Class Score.....50
 - Graphics Class Score.....50
 - Total Points
 - Individual200
 - Team..... 600
- G. Preliminary Event Tiebreakers
 - 1. Team tie breakers will be settled in the following order:
 - a. AP Style Exam Score
 - b. Graphics Class Score
 - c. Photography Class Score
 - 2. Ties for individual awards shall be broken by substituting the word “individual” wherever the word “team” appears above.

IV. GUIDELINES FOR THE FINALS

- A. Finals Rules
 - 1. All participants **MUST** be in official FFA dress or will be disqualified.
 - 2. Participants will **NOT** be able to use any reference materials during this contest. The only acceptable resource is pencil, which must be provided by the participant.
 - 3. All scores from the preliminary competition will be included in final scores. However, only the top three will constitute a final team score.
 - 4. Overall team and individual awards will be given. The top team will be eligible to represent Oklahoma in the 2024 National FFA Agricultural Communications CDE.
- B. Finals Format
 - 1. Team Make-Up
 - a. The top eight teams of up to four members will be eligible to participate in the finals of the Oklahoma FFA Career Development Event in Agricultural Communications.
 - b. In addition, any participant who is ranked in the top 10 individuals in the preliminaries may compete in the finals even if their team does not qualify for the finals.
 - 2. Equipment
 - a. Students must provide their own No. 2 pencils.
 - b. OSU AGCM will provide all additional materials.

C. Finals Schedule

1. Each contestant will complete the event in the time allotted:
 - a. Communications Component 1: Photography Class (30 minutes)
 - b. Communications Component 2: Graphics Class of Business Cards (30 minutes)
 - c. News Release Writing Critique (30 minutes)

D. Finals Components

1. Communications Component I: Photography (Rank: 50 Points; Reasons 50 Points)
 - a. Each participant will rank four photos based on the use of appropriate photography techniques and principles (use of light, focus, composition, angle, news value, etc.).
 - b. After ranking the class of photos, each participant will type reasons for the ranking using Microsoft Word.
 - c. Participants will be scored on the content of their reasons and on their ability to communicate their thoughts in writing.
 - d. The reasons may be no more than one typed page (double-spaced, 12-point Times New Roman text, 1-inch margins).
2. Communications Component II: Graphics Class of Business Cards (Rank: 50 Points; Reasons 50 Points)
 - a. Each participant will rank four business cards for the same individual.
 - b. Ranking should be based on the use of design principles: focus point, flow, consistency, balance, and appropriateness.
 - c. 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.
 - d. The reasons may be no more than one typed page (double-spaced, 12-point Times New Roman text, 1-inch margins).
3. News Release Writing Critique (50 Points)
 - a. Each participant will read and evaluate a news release and will write a critique of the release based on news writing principles.
 - b. Participants should NOT rewrite the news release; rather, they will evaluate the release.
 - c. Participants will be scored on the content of their critiques and on their ability to communicate their thoughts in writing.
 - d. 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 Exam from Preliminaries	100
Photography Class from Preliminaries	50
Graphics Class from Preliminaries	50
Photography Placing Class	50
Photography Reasons	50
Graphics Placing Class	50

Graphics Reasons	50
News Release Critique	50
<u>Total Points</u>	
Individual	450
Team.....	1350

VI. TIEBREAKERS

- A. Team tie breakers will be settled in the following order:
1. News Release Critique Score
 2. Graphics Reasons Score
 3. Photography Reasons Score
 4. Graphics Class Score
 5. Photography Class Score
- B. Ties for individual awards shall be broken by substituting the word “individual” wherever the word “team” appears above.

VII. REFERENCES

- 2024-2025 Associated Press Stylebook
- Provided resources on cde.okstate.edu website

VIII. SUPPLEMENTAL MATERIALS AND FORMS

- Style Book Handout News Release Critique Sample Design Classes Sample Photo Classes Answer Keys
- Scanform: Universal Form A