

AGRICULTURAL COMMUNICATIONS CAREER DEVELOPMENT EVENT

Rules for certification for the National FFA Event

Sponsor

The North Carolina FFA Foundation currently sponsors this event.

Superintendent

The superintendent for this event is Mr. Nelson Powell, Cape Fear Farm Credit, Clinton Branch, PO Box 558, 1780 SE Blvd, Clinton, NC 28328. Phone 910-592-8121, Fax 910-592-2618. E-Mail: npowell@capefearfarmcredit.com

Comments and questions may also be directed to Mr. Jason Davis, State FFA Coordinator, Department of Agricultural and Extension Education, NCSU, Box 7654, Raleigh, NC 27695-7654. Phone: 919.515.4206 Fax: 919.513.3201 Email: jason_davis@ncsu.edu

Eligibility and General Guidelines

This event is open to all FFA chapters and FFA members in good standing. Previous state winners are ineligible. Members that have participated in a previous national event in this area are ineligible. This event will be held during the North Carolina State FFA Convention.

Teams will consist of three individuals. All scores will count toward the team total score. No alternates are allowed in state events. Any alternate found participating in a state event will result in team disqualification. FFA members and advisors may not visit the site of the state career development event within seven days of the start of the event. Teams that violate this rule will be disqualified.

The use of cellular phones, Personal Digital Assistants (PDA's) or any other mobile electronic communication device is prohibited during any state-level career development event. Any violation of this rule by any team member will result in total team disqualification.

Any member found cheating in any state-level career development event will result in total team disqualification for that event.

At the North Carolina FFA State Convention, members may participate in only one career development event with the exceptions of Creed and Parliamentary Procedure or Prepared Public Speaking and Parliamentary Procedure.

State Awards

The following awards will be presented annually at the state FFA convention provided sponsorship is available:

State Winning Team	\$500, first place team plaque, pins for team members
Second Place Team	Second place team plaque, pins for team members
Third Place Team	Third place team plaque, pins for team members
High Scoring Individual	Plaque

National Career Development Event Participation

State winning teams advancing to the national career development event will be automatically registered for the national event. It is the responsibility of the FFA Chapter Advisor to complete all necessary national certification and waiver forms and return them to the state FFA Coordinator by the assigned due date.

State winning CDE Teams that choose not to participate at the national level should contact the state office by Sept 1 prior to national convention. Teams that fail to inform the state office prior to Sept 1 will be ineligible to participate in that same CDE for the next year (chapters may appeal to the State FFA Board of Directors). Teams that do not compete at the National Convention will be required to pay back the \$500 travel award.

Dress Code

Participants are required to follow the North Carolina FFA Career Development Event Dress Code. A ten percent reduction in the total team score will be taken if a participant violates the dress code. Participants in this event are required to wear official dress as described in the FFA manual. For male members: black slacks, white collared shirt, official FFA tie, black dress shoes, black socks, and an official FFA jacket zipped up to the top. For female members: black skirt, white collared blouse, official FFA blue scarf, black dress shoes with a closed heel and toe, black nylon hosiery, an official FFA jacket zipped to the top. (Special Note: The skirt is to be at least knee length, hemmed evenly across the bottom, with a slit no longer than two inches above the knee, excluding the kick pleat. Black slacks may be appropriate for traveling and outdoor activities.)

Procedures for Administering the Event

Part I: Communications Project Proposal and Presentation (150 points)

Each team will prepare a media plan for their chapter. The proposal will explain the communications activities planned to publicize and event/issue. Guidance on the event is presented below. At the state career development event the team will make an oral presentation of the proposal.

Media Plan Guidelines

1. The media plan should be a maximum of 12 double spaced pages on 8.5” x 11” white bond paper using 1” margins and 12 point Times new Roman or Times as the font.
2. Staple the proposal in upper left hand corner, DO NOT bind or place in folders, special binders, or covers.
3. A cover page should give the title of the media plan, state, chapter name, team member names, and date.
4. The media plan should include the following sections:
 - A. 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.
 - B. Objectives of the plan
 - C. Audiences to be targeted with this project.
 - D. Key messages or themes to communicate to the audience
 - E. Media (brochures, newspapers, signage, radio, etc.) selected to accomplish the project.
 - F. Budget to produce and place communications materials.
 - G. Criteria upon which the project will be evaluated (these criteria should result in some indication of how well the project accomplishes the stated objectives).

Year	Project Theme	Potential Topics
2012	Hunger Relief Project	The team is not to create their own activity but to act as a communication consultant for an established activity or organization.

Part II: Presentation (150 points)

The communications project proposal and presentation will be based on the same topic.

The team will present their communications plan to a panel of judges. When making the presentation to the judges, the team should present based on the following:

- The presentation should follow and cover all of the items listed in the guidelines for the plan.
- Include examples of materials prepared during the execution of the plan (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.
- **Time Limit:** A maximum time limit for the presentation will be 20 minutes with a warning provided by the judges at 15 minutes. A penalty of a one point deduction from the presentation score per minute over the maximum allowance of twenty minutes shall be taken.

Procedure for Determining the State Event Winner When Scores are Tied

In the event a tie score exists, apply the following methods in sequential order until the tie is broken:

1. Compare the media plan scores.
2. Compare the presentation scores.

References

Associated Press Stylebook and Libel Manual

Calver, P. (editor) *The Communicator's Handbook*. . 4th edition. Maupin House, Gainesville, FL 32607 <http://www.maupinhouse.com>

Strunk and White (1979). *The Elements of Style*, Allyn & Bacon.
Ability to use word processing and spreadsheet software

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No: _____

Communication Project Proposal Scorecard

	Possible Score	Team Score
Rationale	25	
Objective of project	25	
Target audiences to address	20	
Key Messages	15	
Media Selection	20	
Budget	10	
Evaluation	15	
Grammar, punctuation, spelling, style	20	
Total possible:	150	

Team Score: _____

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No: _____

Communication Project Presentation Scorecard

	Possible Score	Team Score
Professionalism Appearance, poise, posture, attitude/confidence, demeanor, ethical concerns, Dress	10	
Knowledge of Subject	15	
Power of Expression Directness, sincerity, emphasis	10	
Verbal Skills Grammar, voice, (quality, pitch, articulation, pronunciation, force)	40	
Questions and Answers Ability to answer questions on the presentations, which are asked by judges indicating originality, familiarity with subject and ability to think quickly.	50	
Supporting Evidence Examples that document the materials used to develop project	10	
Creativity and Innovation	15	
Total Score	150	
Time Limit Deductions	-	

Team Score:
