

North Carolina FFA

2024

Agricultural Communications Media Plan

Teams will play the role of communications consultants and develop a media plan. Please reference the current media plan guidelines outlined in the North Carolina FFA Agricultural Communications Event Guidelines. At the state event, the team will make an oral presentation of the media plan.

Media plans should be emailed to the State FFA Coordinator, [Carmen Bracey](#), before 5:00 pm on June 1, 2024.

2024 Scenario

The North Carolina FFA Association has approached your chapter's agricultural communications committee to select and promote the Give the Gift of Blue Program to various media outlets. Your committee has the option to decide what is included in the promotion of this program. This promotion might consist of one or more of the following:

- A special project, event, or challenge supported by the local, region, or state FFA association.
- Fundraising efforts promoted by the chapter to support additional sponsorship of the Give the Gift of Blue Program.
- A local campaign to encourage members to apply for the program.
- A district level event to distribute FFA jackets.
- Personal stories, experiences, and impacts of the FFA jacket and how it has positively contributed to the success of individuals or the organization.
- Economic impacts of the FFA organization as a direct correlation to a member having the FFA jacket experience.

Please remember that the plan should also focus on promoting agricultural education and the agriculture industry to consumers in your state.