



# PA FFA Ag Communications

## Virtual CDE



### Chairperson Information

<b>CDE Chairperson</b>	Janae McMichael, Meagan Slates
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<b>National FFA 2021 Topic:</b>	<a href="https://ffa.app.box.com/s/58p9flj4xps597av4ije170g83vhvqlh">https://ffa.app.box.com/s/58p9flj4xps597av4ije170g83vhvqlh</a>

### Basic Virtual CDE/LDE Guidelines

*\*All dates tentative at this time\**

<b>Event Type:</b> Career Development Event	<b># of Team Members:</b> 4
<p><u>Individual Materials List</u></p> <ul style="list-style-type: none"> <li>● 4 Laptops (capable of word processing, design, video production) <ul style="list-style-type: none"> <li>○ Specific programs choice to be decided by member</li> </ul> </li> <li>● Materials below (Pre-Event CDE Expectations) will be prepared online in the virtual workspace</li> <li>● Official Dress is required for live virtual sessions</li> </ul> <p><u>CDE Committee Provides:</u></p> <ul style="list-style-type: none"> <li>● Digital Access to stock materials for the event upon arrival</li> </ul>	<p><u>Group Materials List</u></p> <ul style="list-style-type: none"> <li>● Written Media Plan (prepared in advance, <b>Due May 11th in Google Classroom</b>)</li> <li>● Media Plan Pitch Presentation (15 minutes, over Zoom) <ul style="list-style-type: none"> <li>● Materials below will be delivered online (live) in the virtual workspace (Zoom). <ul style="list-style-type: none"> <li>○ Media Pitch Presentation</li> <li>○ Judges Questions</li> </ul> </li> </ul> </li> </ul>

### Pre-Event CDE Expectations

- Gather laptops with usable software.
- Prepare Media Plan, submit by **Due May 11th in Google Classroom**
- **Prepare Individual Practicums virtually, submit in Google Classroom - Due June 1st**
  - Web Design, Video Production, News Story, Op-Ed
    - One member per practicum
    - [Advisor-Contestant Honor Contract](#) Signed at the completion of Communications Quiz
  - **Complete Communications Quiz virtually in Google Classroom - Due June 1st**
    - [Advisor-Contestant Honor Contract](#) Signed at the completion of Communications Quiz
  - **Complete Editing Exercise virtually in Google Classroom - Due June 1st**
    - [Advisor-Contestant Honor Contract](#) Signed at the completion of Editing Exercise
- Prepare Media Plan Pitch to present at State Convention, virtually with live judges

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### **Virtual CDE/LDE Rules**

CDE Component	Points	Component Description	Virtual Platform
Media Plan - Proposal	200		Submit in Contest Google Classroom
Media Plan Pitch - Presentation	175		Zoom/Google Meet
Communications Quiz	100	25 points/member	Google Form, assigned in Google Classroom
Editing Exercise	100	25 points/member	Google Form, assigned in Google Classroom
Web Design Practicum	100	Prepared by 1 member	Google Form, assigned in Google Classroom
Video Producer Practicum	100	Prepared by 1 member	
News Story Writing Practicum	100	Prepared by 1 member	
Op-Ed Writing Practicum	100	Prepared by 1 member	

**Causes for Disqualification:** Any participant in possession of an electronic device (cell phone, tablet, additional laptop, etc.) during the quizzes, is subject to disqualification. Using materials other than those stock materials provided by the committee is subject to disqualification.

No [Advisor-Contestant Honor Contract](#) submitted (justifying work was completed without plagiarising, cheating, etc.)

**Individual Tie-Breaker:**

1. Practicum Score
2. Communications Quiz Score
3. Editing Exercise Score

**Team Tie-Breaker:**

1. Combined Individual Practicum ranked score
2. Proposal Rank
3. Presentation Rank
4. Media Plan

## ***Resources***

\*Supplied from National FFA

This list of references is not intended to be all-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.

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-National FFA CDE Page Past CDE Material

(<https://www.ffa.org/participate/cdes/ag-communications/>)

-Associated Press Stylebook and Libel Manual

-Microsoft ® Office computer program

-Adobe ® Creative Suite (most current edition)

-Bivins, T. Public Relations Writings: The Essentials of Style and Format, 4th edition. McGraw-Hill Higher Education, ISBN 0-844-20351-3

-Harrower, T. Newspaper Designer's Handbook, 5th edition. McGraw-Hill Higher Education. ISBN 0-07-249291-0

-Kalbfeld, B. Associated Press Broadcast News Handbook. McGraw-Hill Higher Education, ISBN 0-07-136388-2

-Telg, R. and T. Irani. Agricultural Communication in Action: A Hands-On Approach, 1st edition. Cengage/Delmar Publishing, ISBN 1111317143 (Online versions available)

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