



PA FFA

Agricultural Communications

Career Development Event



Chairperson Information

CDE Chairperson	Jasmine VanSant
Email	jasmine_vansant@pequeavalley.org
Best Contact Number	717-615-6435
Contest Date/Times	Tuesday: 2pm Wednesday: 9am-1pm
Contest Location	Business Building
CDE Review Time	N/A
CDE Review Location	N/A

Basic CDE Guidelines

Event Type: Individual/Team	# of Team Members:
<u>Individual Materials List</u> <ul style="list-style-type: none">Blank paper – for taking notes during press conferencePencil	<u>Group Materials List</u> <ul style="list-style-type: none">Laptops/Devices necessary to complete practicums (See Nationals Handbook)The following Items will NOT be allowed: Desktop computers, smartwatches, add-on editing software, such as Grammarly, photos and videos that were not supplied by event officials or created by the students within the contest time frame
<u>Attire</u> <ul style="list-style-type: none">Tuesday: Official DressWednesday: Official Dress	<u>CDE At-A-Glance</u> <ul style="list-style-type: none">Tuesday: Writing Mechanics ExamWednesday:<ol style="list-style-type: none">Press Conference (30 minutes)Practicums (3 hours)
<u>Pre-State CDE Expectations</u>	
<ul style="list-style-type: none">N/A	
<u>CDE Changes from Previous Years?</u>	
<ul style="list-style-type: none">Practicums will follow Nationals Handbook. Practicums include: Feature Story, Magazine Layout Design, Broadcast Production and Social Media Plan, Communication Plan	

CDE Rules

CDE Component	Points	Component Description
Writing Mechanics Exam	50	Each student will complete a 50-question writing mechanics exam covering general knowledge of the agricultural communications industry and editing questions.
Magazine Layout Practicum	100	Designers will use the press packet and information gathered in the press conference to develop a full 2 page spread magazine layout for FFA New Horizons using the feature story text written by the news writer. Various photos, graphics, and logos will be provided for use in these layouts.
Broadcast Production Practicum	100	Broadcasters will receive video and/or audio clips, photos, and/or music to create a 60 to 90- second story for the FFA New Horizons website. This can be a television story, online video, radio story, podcast, or slide show.
Feature Story Practicum	100	Writers will write a news story for FFA New Horizons magazine using the provided materials and press conference information. It should be written for the magazine's target audience, have a strong focus and lead (opening paragraph), and include a headline. Although the news writer will provide their copy to the magazine designer for placement in their layout, news writers must also submit a PDF of their story for judging. Feature stories should be 350-500 words in length.
Social Media Plan Practicum	100	Social media planners will develop posts to accompany and promote their team's magazine story. The strategy should be for a one-week flight , involve at least three social media platforms (such as Facebook, Instagram, TikTok, Twitter, Snapchat, or others), and contain a minimum of seven posts.
Communication Plan	100	The team is required to prepare a 3-page Communications Plan in PDF format as if it were to be presented to a client. Creating the Communications Plan should be a collaborative effort involving all team members.

Causes for Disqualification:

- Outside assistance during the contest from any person or company
- Text messages, phone calls, emails, or other communication with anyone outside of the contest while the event is in progress.
- Any participant possessing an electronic device during the exam is subject to disqualification.

Tie-breaker:

Tiebreakers will be settled in the following order:

1. Communication Plan
2. Combined score of components.
3. Combined score Writing Mechanics exam

Resources

1. Agricultural and Natural Resources Communications. Free online textbook.
<https://anrcommunications.org>
2. National FFA CDE Page — Past CDE Material
([FFA.org/Ag Communications/Event Resources/Past Test & Practicums](https://FFA.org/Ag%20Communications/Event%20Resources/Past%20Test%20&%20Practicums))
3. Associated Press Stylebook and Libel Manual