



AGRICULTURAL COMMUNICATIONS TOPICS – 2022

AGRICULTURE-RELATED MEDIA PLAN (200 POINTS/TEAM)

Teams will play the role of communications consultants and will develop a media plan for an assigned scenario. The scenario will identify a client with a communications need and a budget. Please reference the current event specifications on the CDE webpage. At the national event, the team will make a pitch (oral presentation) of the media plan.

2022 MEDIA PLAN SCENARIO:

Your chapter's agricultural communications committee has been approached by a benefactor of a local community garden in your state to promote the establishment/revitalization/importance of the garden in the community it serves. Your committee has the option to decide what is included in the promotion of this community garden. This promotion might include one or more of the following related to the community garden's efforts: innovative growing techniques, the community the garden serves, community engagement opportunities, events, volunteer opportunities, social functions, adult and youth educational opportunities, etc. Please remember the plan should focus on promoting a community garden within your state.

PRACTICUMS

1. Web design - annual
2. Video producer - annual
3. The Journalistic writing practicum for 2022 will be:
 - Feature story (350 – 500 words)
4. The Opinion writing practicum for 2022 will be:
 - A blog post (250-300 words)