



2024 Agricultural Communications CDE

AGRICULTURE-RELATED MEDIA PLAN

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. The team will make a pitch (oral presentation) of the media plan. Scenarios are based on the ideas of agricultural advocacy. Teams will develop a media plan from the following rotating topics.

2024 MEDIA PLAN SCENARIO:

Your State FFA Association has approached your chapter's agricultural communications committee to select and promote a local farmer/rancher to various media outlets. "Media outlets" can be defined based on the audience your committee determines to promote the farmer/rancher to, including, but not limited to, news media, social media, schools, community organizations, or the general public. Your committee has the option to decide what is included in the promotion of this individual. This promotion might include one or more of the following:

- A significant, innovative, or unique contribution of the farmer/rancher to his/her community, to FFA or agricultural education programs in the state, or to statewide or national initiatives.
- A special project, event, or issue/challenge the farmer/rancher has conducted or addressed.
- A unique service or action the farmer/rancher has provided.
- Other attributes associated with the farmer/rancher that supports FFA and agricultural education programs, the local community, or statewide or national initiatives.

The plan should focus on promoting agriculture, agricultural education, and/or the agricultural industry to your defined audience.