

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.

2025 Scenario

Your State FFA Association has approached your chapter's agricultural communications committee to select and promote to various media outlets the accomplishments of **a member of your FFA chapter**. "Media outlets" can be defined based on the audience your committee determines to promote the FFA chapter member 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 FFA chapter member to his/her community; to FFA or agricultural education programs locally or in the state; or to school-based, local, statewide, or national initiatives.
- A special project, event, or issue/challenge the FFA chapter member has conducted or addressed.
- A unique service or action the FFA chapter member has provided.
- Other attributes associated with the FFA chapter member's support of 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.