

2026 MEDIA PLAN SCENARIO

Your State FFA Association has approached your chapter's agricultural communications committee to select and promote one Florida-grown agricultural commodity to various media outlets.

"Media outlets" can be defined based on the audience your committee determines to promote the commodity 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 commodity. This promotion might include one or more of the following:

- A significant, innovative, or unique contribution of the commodity to Florida agriculture or the local economy.
- A special project, event, or issue/challenge related to the commodity that impacts growers or consumers.
- Unique attributes of the commodity that support Florida agriculture, sustainability, or healthy living.
- Other qualities associated with the commodity that promote agriculture and agricultural education programs.

The plan should focus on promoting agriculture and the agricultural industry to your defined audience, using creative and effective communication strategies.