

CATA Curricular Code Change Proposal

Make a copy of this document. In order to input information.

Contest:	
Proposed by: (Name, School, Email)	

Issue: (Describe the reason/rationale for the proposed change.)

Please answer yes or no to ALL the questions below.

This proposal will require a contest to open out of rotation	
The change will affect General Rules	
The change will affect the awards needed.	
Which JudgingCard scorecard will be used for tabulations.	
The proposed change will affect contest forms.	
The proposed change will affect contest hosting site. (e.g. additional facilities, new sections, additional scoring, etc.)	

If you answered yes to any of the above questions, you need to include the following signatures: [Click here](#) for link to CDE Contest Advisor and Coordinator list.

CATA Approved Contest Advisor's Signature	
CDE Host Site Contest Coordinator's Signature agreeing that changes are able to be accommodated by the host site.	

If you answered yes to any of the above questions, please explain.

*It is highly recommended that you, or a representative, attend the pre-conference governing board meeting to answer any questions regarding proposed curricular code changes to contests that are requested to be opened out of rotation.

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Description: (Describe what is changing.)

Proposed CATA Code Change: (Only include the section that the proposed change pertains to – do not include the entire contest. Reference numbered section. If editing text, show new text with old text in parenthesis. For large changes, set track changes in the Word document and attach the file, with edits, to this document when submitting.)

Instructions for Submitting Curricular Code Change

- Make sure the form is complete.
- Download and Submit this document as a PDF
 - Click File → Download → Download as a PDF
- If your proposal requires signatures make sure to contact the contest advisor and contest host. **Tip:** Docusign, Doc Hub are great sources for digital signature requests.
 - [Click Here](#) for contest Host and Advisor List
- Email completed Curricular Change Proposal **PDF** to cata@calagteachers.org by June 1st.

Warning: Make sure you add all the topics or concerns you would like to discuss at the Curricular Code CDE meeting. If it's not posted on the CATA Curricular Code Changes website by June 1st, it **cannot** be discussed.

AGRICULTURAL COMMUNICATIONS

Adopted 6/2022

Purpose and Standards

The Agricultural Communications contest prepares students for careers in the agricultural business industry. Topics include a media plan, media pitch, editing exercise, and communications quiz.

Foundation Standards: CCSS.ELA-LITERACY.W.9-10.9 CCSS.ELA-LITERACY.W.11-12.9 CCSS.ELA-LITERACY.RH.9-10.7 CCSS.ELA-LITERACY.RH.11-12.7 CCSS.MATH.CONTENT.HSS.ID.C.7
CCSS.MATH.CONTENT.HSS.IC.B.6 CCSS.MATH.CONTENT.HSN.Q.A.1

Agricultural Communications Pathway Standards: ABS.02.02, ABS.03.01, ABS.05.01, ABS.05.03

Contestants

Teams consist of four members, with all four individual scores counting as the team score. All team members are eligible for individual awards.

Classes

Class	Individual Points	Team Points
Media Plan		
Media Plan - Proposal		200
Media Plan Pitch - Presentation		175
Tests		
Communications Quiz	25	100
Editing Exercise	25	100
TOTAL		575

Tie Breaker

Team tiebreakers will be settled in the following order:

1. Media Plan - Proposal rank
2. Media Plan Pitch - Presentation rank

Individuals tiebreakers will be settled in the following order:

1. Communications quiz score
2. Editing exercise score

Sub-contest Awards

Sub-contest awards will be given for high teams and individuals in the following areas:

1. High team awards for media plan.
2. High team and individual awards for tests.

Rules

- I. The media plan scenario will be announced by California Department of Agricultural Education state staff by October first of each year on www.calaged.org webpage for CDEs. The CATA website for the Curricular Code.
- II. The Communications Quiz and Editing Exercise will take place Friday afternoon/evening of the State FFA Finals contest. The Media Plan Presentations will take place Saturday of State FFA Finals contest.

- III. If more than 10 teams are entered, there will be a preliminary round ~~not~~ held on Friday afternoon/evening. The preliminary round will consist of the **Editing Exercise and Communications Quiz** events. The ~~scores~~ team rankings based on the total score from each of the preliminary events and the rankings of the **Written Media Plan Proposal** will determine the top 10 teams who will be invited to come back on Saturday to present their Media Plans. (better definition of preliminary round - if needed and scoring. If 10 teams or less, entire contest will be held on one day)
- IV. Equipment Needed: Students must provide pens and pencils. Equipment provided:
1. ~~Easel~~ Projector
 2. Projector screen
 3. Table
 4. Note: Teams may bring additional equipment for the media plan presentation as long as they are able to set up and tear down equipment in the time allowed for the presentation.

Team Activities

- V. **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 www.calaged.org webpage for CDEs the **CATA website for the Curricular Code**. At the event, the team will make a pitch (oral presentation) of the media plan. (one site for all Curricular Code resources)
- I. Scenarios are based on the ideas of agricultural advocacy. Teams will develop a media plan from the following rotating topics.
- A. Tell a local FFA Story
 1. The focus could include one of the following: FFA Chapter (2019), FFA Advisor (2021), State FFA Association, FFA Alumni/supporter.
 - B. Advocate the agricultural industry to consumers
 1. The focus could include one of the following: Commodity (2020), Farmers market, Community garden, Farm to Table, identify a local opportunity for public relations not tied to FFA. (years are not relevant or needed)
- II. A media plan is a written document that describes the following:
- A. Objectives: What the group wants to accomplish with the media plan.
 - B. Target Audience: Description of who the client is trying to reach, including demographic data.
 - C. Strategic plan and tactics: Ways in which the objectives can be accomplished, including social media plan
 - D. Timeline: When the objectives will be accomplished.
 - E. Evaluation: How the results will be measured.
 - F. Budget: Teams may not go over a maximum of \$5,000.
 - G. References: Reference material from National contest as posted on National FFA website will be used.
- III. Guidelines for a media plan:
- A. Eight to ten typed pages not including cover page, table of contents, references or appendices.

- B. Double-spaced with 1" margins.
 - C. Paginated (numbered pages not including cover page).
 - D. 12-point Times New Roman font (not including display text or headings).
 - E. Submitted electronically in PDF format to contest host.
 - F. Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources.
- IV. The media plan must include the following sections (points will be deducted for missing or incomplete sections):
- A. Cover page
 - 1. Must include the title of the media plan, CDE name, state, chapter name, team member names and year.
 - 2. May include a creative design.
 - B. Table of contents
 - C. Introduction and Overview
 - 1. Two-page maximum.
 - 2. Introduction - Introduction – A brief background of the issue/topic and a statement of the problem establishing the need for this media plan.
 - D. Overview
 - 1. A brief preview of what is contained in the plan and how it will benefit the client.
 - 2. Objectives of the media plan.
 - E. Audience
 - 1. One-page maximum.
 - 2. Who the client is trying to reach (target audience) with the media plan.
 - 3. The demographic characteristics of the intended audience.
 - 4. Note: teams may have a primary and a secondary audience.
 - F. Strategic Plan
 - 1. **Three to Four-page maximum. (adds clarity)**
 - 2. Key messages or themes to communicate to the audience.
 - 3. Explanation of how the objectives will be met.
 - 4. Plan to attract media attention using social media.
 - 5. Description of how the plan will be executed.
 - G. Social Media Tactic of the Strategic Plan – A social media plan is required addressing the following:
 - 1. Social media platforms to be used.
 - 2. Plan to gain followers.
 - 3. Plan to engage followers.
 - 4. General idea for the messages to be posted.
 - 5. One-page example post must be provided as an appendix (can include Facebook posts, tweets, Instagram photos, and others).
 - 6. Content of the "About" section of pages.
 - H. Timeline
 - 1. One-page maximum.
 - 2. Explanation of the duration of the plan and the timing of the media tactics.
 - I. Evaluation
 - 1. One-page maximum.
 - 2. Description of proposed methods to determine if the media plan objectives were met.
 - 3. What are the key performances? (How will you measure that you are successful?)

4. Examples may include number of participants, impressions, likes, shares, retweets, circulation of publications, number of video views.
- J. Budget and Justification
 1. One-page maximum.
 2. Table of all costs associated with implementing the media plan.
 3. Explain why you have allocated this amount for each activity.
- K. Conclusion
 1. One-page maximum.
 2. A final summary of key points related to the strategic plan and a statement persuading the client that the plan is a good solution to the communication problem.
 3. Not a restatement of the introduction and overview.
- L. References
 1. Formatted and edited according to the Publication Manual of the American Psychological Association (APA).
 2. Appendices/Examples.
 3. One page of social media posts.
 4. Three to five other communication examples.
 5. Suggestions include mock up or example of website, links to student created video, press releases, blogs, op-eds.
- M. Appendices
 1. Include three to five examples in the appendices.
 2. Examples of tactics include but are not limited to:
 - a) Broadcast advertising
 - b) Print advertising
 - c) Press releases
 - d) Fliers
 - e) Brochure
 - f) Web site
 - g) Blogging
 - h) Displays
- N. Submission

An electronic copy of the media plan in PDF format (no larger than 20 megabytes) must be uploaded at **least two weeks Fridays** prior to the contest. Upload instructions will be provided by the contest site. A penalty of 10 percent of available media plan points will be assessed for any late submissions. If the document is not received seven days after the deadline, the team may be subject to disqualification. **(adds definitive day for clarity)**

Media Plan Pitch – Presentation (175 Points/Team)

- I. The team should present the media plan as if pitching it to the client identified in the scenario.
- II. The presentation should follow the structure of the written media plan.
- III. Teams should bring examples of materials that would be used in the execution of the plan (e.g., social media, broadcast advertising, print advertising, press releases, fliers, brochures, website, blogging and displays).
- IV. Each team member must participate in the presentation.
- V. Each team will be allowed 15 minutes to present its media plan to a panel of judges, who will play the role of the client. Five points will be deducted for each **30 seconds major fraction of a**

minute over the 15 minutes allowed for the presentation, starting at 15.01. Following the presentation, judges will be allowed five minutes to ask questions. (adds clarity to when time deduction is first taken)

- VI. Teams will have a total of 10 minutes for setting-up and tearing-down equipment (e.g., five minutes to set up and five minutes to tear down).
- VII. Provided equipment includes an easel projector, projector screen, and table.
- VIII. In the case of equipment failure, the team may be asked to move forward with the presentation. A back-up plan is recommended.
- ~~IX. The team presentation will be conducted in two rounds, preliminary (three to five flights) and finals (one flight). The top team from each preliminary flight will advance to the final round.~~
- X. Preliminary presentation flights will be seeded by media plan scores. Flights are announced during the team orientation meeting at the start of the event. (with preliminary round elimination defined early (Rules III.), the flights are not needed)

Note: Teams may bring additional equipment for the presentation as long as they are able to set up and tear down equipment in the time allowed.

Individual Activities

TESTS

I. EDITING EXERCISE (25 POINTS/INDIVIDUAL; 100 POINTS/TEAM)

Because editing is a critical skill for all communicators, each team member will complete an editing exercise. They will be given a printed document that contains 25 mistakes. In correcting the mistakes, team members will be required to use correct proofreading marks (see Associated Press Stylebook). Style, grammar, punctuation and spelling mistakes will be included. Team members will NOT be able to use the style manual or a dictionary during this exercise.

II. COMMUNICATIONS QUIZ (25 POINTS/INDIVIDUAL; 100 POINTS/TEAM)

Each team member will complete a quiz that covers general knowledge of the agricultural communications industry. Questions may come from any section of the listed references excluding sports guidelines. Team members will NOT be able to use the style manual or a dictionary during this exercise.

Media Plan-Proposal Scorecard

Chapter:

Score Categories	Total Possible	Team Score
Plan includes all requirements: Cover page, titles and names on cover page, table of contents, does not exceed page limit, double spaced, one-inch margins, page numbers, required headings (-1 point per missing item)	10	
Proposal is relevant to scenario: Entire narrative focuses on addressing client's specific public communication needs.	10	
Overview (Executive summary): Adequately explains the plan without having to read the entire document.	10	
Introduction: Provides adequate background of the issue; clearly states the problem objectives and need for plan; describes how the plan will benefit the client.	15	
Description of audience: Clearly describes (including demographics) who is targeted with the media plan.	15	
Detailed strategic plan: Clearly states objectives; explains how objectives will be met; explains why chosen mediums are appropriate to meet objectives; describes how plan will be executed; clearly states and explains social media plan tactics.	30	
Timeline: Explains duration of plan and timing of media tactics.	10	
Evaluation: Proposes methods to determine if the objectives were met.	15	
Budget: Explains all costs associated with implementing the media plan.	20	
Conclusion:	10	
Appendices: Quality of communications documents (three required).	30	
Quality of writing: Grammar, spelling, punctuation, capitalization, sentence structure	25	

Total points earned out of 200 possible: _____

Media Plan Pitch-Presentation Scorecard

Chapter:

Indicator	Very strong evidence of skill 5-4 points	Moderate evidence of skill 3-2 points	Weak evidence of skill 1-0 points	Points earned	Weight	Total Score
Examples	Examples are vivid, precise and clearly explained. Examples are original, logical, and relevant.	Examples are usually concrete, sometimes need clarification. Examples are effective, but need more originality or thought.	Examples are abstract or not clearly defined. Examples are sometimes confusing, leaving the listeners with questions.		X5	
Confidence in speaking	Speaks very articulately. Never has the need for unnecessary pauses or hesitation when speaking. Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent.	Sometimes speaks articulately. Occasionally has the need for a long pause or moderate hesitation when speaking. Speaks at the right pace most of the time, but shows some nervousness. Pronunciation of words is usually clear, sometimes vague.	Rarely articulate. Frequently hesitates or has long, awkward pauses while speaking. Pace is too fast; nervous. Pronunciation of words is difficult to understand; unclear.		X3	
Being detail oriented; provide details	Is able to stay fully detail-orientated. Always provides details that support the issue to communicate the key concepts of the plan; is well organized.	Is mostly good at being detail-oriented. Usually provides details that are supportive of the issue to communicate the plan; displays good organizational skills.	Has difficulty being detail-oriented. Sometimes overlooks details that could be very beneficial to the issue; not enough detail provided; lacks organization.		X3	
Speaking unrehearsed and natural	Speaks unrehearsed with comfort and ease. Speaks effectively without losing focus and with organized thoughts and concise answers.	Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure. Speaks effectively, but has to stop and think and sometimes gets off focus.	Shows nervousness or seems unprepared when speaking unrehearsed. Seems to ramble or speaks before thinking.		X3	
All team members participated	All team members took an active role in the presentation.	Two to three team members took an active role in the presentation.	One team member took an active role in the presentation.		X3	
Use of visual aids	Visual aids add clarity and support what is being said during the presentation.	Visual aids add some clarity and support to what is being said during the presentation.	Visual aids add little to no clarity and support to what is being said during the presentation.		X3	
Media plan	Key elements of the media plan are clearly communicated. Strong understanding of the chosen media is present.	Key elements of the media plan are vaguely communicated. Vague understanding of chosen media is present.	Key elements of the media plan are not communicated. Little to no understanding of chosen media is present.		X3	
Questions and answers	Correctly responds to judges' questions. Answers show familiarity with subject matter.	Is somewhat able to correctly respond to judges' questions. Answers show vague familiarity with subject matter.	Is unable to correctly respond to the judge's questions. Answers do not reflect any familiarity with subject matter.		X12	

Total points earned out of 175 possible: _____

Team Summary Scorecard

Chapter: _____

Score Categories	Possible Score	Total Points
Media Plan Proposal	200	
Media Plan Presentation	175	
Communications quiz- 100 points (25 points/member)	100	
Editing exercise- 100 points (25 points/member)	100	
Total points earned out of 575 possible:	575	
Team Rank		