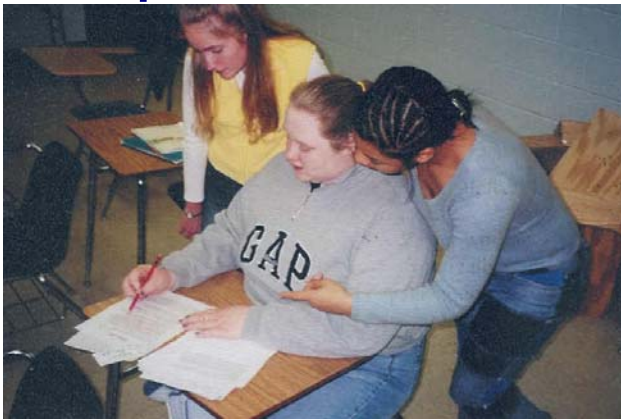


# Agricultural Communications- Career Development Event

**Sponsored by: Citizen's Tri-County Bank of Dunlap**



**Purpose:** The FFA Agricultural Communications CDE or Career Development Event contestants are students who are interested in improving their communication skills. This is a team event comprised of four FFA members. All material used is student produced and verified by the state FFA advisor.

**Background:** In this CDE, members' skills will be challenged in all areas of the agricultural communications field. Participants will attend an actual news conference and then use the information gathered to complete individual practicums. A topic is chosen by the team based upon a theme provided annually by the National FFA. Themes may include: existing chapter activities, innovative agricultural practices, localized or national events and agriculture or consumer issues.

The Agricultural Communications CDE involves:

- A team activity of a project proposal for the local chapter.
- A test with an editing exercise and a communications quiz will be given to team members.
- Four practicum's: Organizing and writing a news story, Organizing and writing a press release, Developing and carrying out a broadcast, or Preparing a graphic and photo editing for a news story.
- Each member will do one of the four practicums.

This CDE is currently held on the state and national levels. All chapters in Tennessee are eligible to compete on the state level at the State FFA Convention held each spring in Gatlinburg. The state winner will represent Tennessee at the National FFA Convention in October. The state CDE is judged by business and industry people proficient in their knowledge of accepted farm management practices.

**Visibility:** The sponsor of this award will be recognized in the following ways:

- Immediate press release recognizing the new partnership.
- Statewide recognition at the state FFA convention in front of 2,500 FFA members.
- Statewide media recognition through press releases to all local, regional and statewide media including radio, TV, newspapers and business, trade and agricultural publications.
- Name of sponsor on plaques received by FFA members.

**Budget:** The annual cost of this three-year commitment is \$1000.00. This amount of support each year will provide the award plaques with sponsor's name on each of three regional levels, communication on the statewide level and travel expenses for the winning team to the National FFA Convention.

Expected Results: This partnership will generate added interest and excitement in this award area. Through this increased interest more students will focus their skill development, personal growth and career potential in the area of agricultural communications.