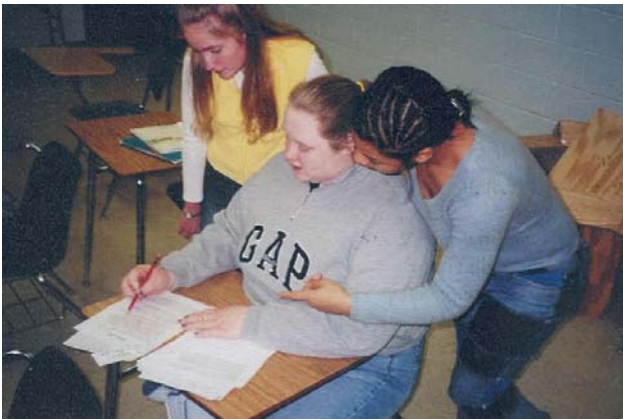


Agricultural Communications

Sponsored By: Ned R. McWherter Charitable Foundation



Purpose: Members who excel in developing their skills to communicate through various media are recognized for their accomplishments. These members have demonstrated an ability to promote the food and fiber industry through the Internet, radio, newspaper and television. Students with placement or entrepreneurship programs may enter in this area.

Background: FFA members recognize that the future of the agricultural industry is critically dependent on their ability to communicate the message of the food and fiber industry in a positive light. FFA members recognize that the general public is increasingly illiterate concerning agriculture. The

FFA organization strongly supports the development of agricultural communication skills.

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 2500 FFA members.
- ✓ Statewide media recognition through press releases in agricultural publications.
- ✓ Name of sponsor on plaques received by FFA members.
- ✓ Up to thirty applicants statewide annually.

Budget: The annual cost of this three-year commitment is \$500.00. This amount of support each year will provide for cost of award plaques with sponsor's name on each of three regional levels and on the statewide level and cash awards.

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 in the area of Agricultural Communications.