



## **Middle Tennessee FFA Agriculture Communications CDE 2018 Topic**

### *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 the CDE webpage. At the national event, the team will make a pitch (oral presentation) of the media plan.*

Your chapters' Ag Communication Committee has been approached by a State FFA Association to select and promote one of your local Farmers/Ranchers to various media outlets about the importance of agriculture. Your committee has the option to decide what is included in the promotion of this member. This promotion might include one or more of the following; life on a farm/ranch, different types of farm/ranch in your area, farming/ranching in the 21<sup>st</sup> century, etc. Please remember that the plan should also focus on promoting Agriculture Advocacy.