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FFA makes a positive difference in the lives of students by developing their potential for **premier leadership, personal growth and career success** through agricultural education. National FFA Online, www.ffa.org, FFA's Internet web site, can provide information about the National FFA Organization.

Prepared and published by the National FFA Organization. The National FFA Organization is a resource and support organization that does not select, control or supervise state association, local chapter or individual member activities except as expressly provided for in the National FFA Organization Constitution and Bylaws. The National FFA Organization affirms its belief in the value of all human beings and seeks diversity in its membership, leadership and staff.

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GENERAL INFORMATION

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The National FFA Career Development Events are educational activities organized by the National FFA Organization and sponsored through the National FFA Foundation and special industry sponsors.

This is your copy of the official rules and regulations for National FFA Career Development Events for 2006–2010. Please retain this manual throughout the five-year period. Refer to the Local Program Resource CD-ROM or FFA online for the most up-to-date edition of the Career Development Event Handbook.

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Agricultural Issues Forum	Dr. Jerry Peters	765-494-8423	peters@purdue.edu
Agricultural Mechanics	Dr. Stephen Poe	523-317-6418	spoe@ag.arizona.edu
Agricultural Sales	Mr. Troy Selman	936-661-9195	TLselman@gmail.com
Agronomy	Mr. Harold Brown	614-836-7694	hbrown@synagro.com
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Dairy Cattle Evaluation	Mr. Jim Ertl	651-582-8347	jim.ertl@state.mn.us
Dairy Cattle Handlers' Activity	Ron Tilford	513-293-4180	rtilford2@cinci.rr.com
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Extemporaneous Public Speaking	Mr. Dennis Wallace	360-458-6543	dennis_wallace@yca.wednet.edu
Farm Business Management	Dr. James Casey	318-342-1750	jcasey@ulm.edu
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Forestry	Mr. Marion Fletcher	501-682-2561	marion.fletcher@arkansas.gov
Horse Evaluation	Mr. Joe Cunningham	918-479-6221	jcunningham@lg.k12.ok.us
Job Interview	Ms. Linda Story	270-733-4173	ljstory@bellsouth.net
Livestock Evaluation	Dr. Fred Rayfield	229-896-2293	frayfield@cook.k12.ga.us
Marketing Plan	Mr. John Jeans	503-999-6914	jjeans@astoria.k12.or.us
Meats Evaluation and Technology	Dr. Randy Harp	254-968-9212	harp@tarleton.edu
Nursery/Landscape	Dr. Alan McDaniel	540-231-5781	alanmcd@vt.edu
Parliamentary Procedure	Dr. James Connors	614-292-3386	connors.49@osu.edu
Poultry Evaluation	Dr. Jason Emmert	479-575-3595	jemmert@uark.edu
Prepared Public Speaking	Mr. Dustin DeVries	703-727-9866	ddevries@falconpro.net

PHILOSOPHY FOR NATIONAL FFA CAREER DEVELOPMENT EVENTS

Students are important customers of agricultural education and FFA who recognize quality and value in products and activities. When provided an opportunity to fashion their educational experiences, they generally make wise decisions based on needs. Perceptions, images and opinions of others influence students. They value change based on their perceived personal needs as well as the needs of others. They sometimes value change for the sake of variety. Adults are concerned about the experiences of students and want to help organize experiences that will meet the future needs of students while accomplishing the purposes of agricultural education and the National FFA Organization. The National FFA Organization should assume the leadership role in developing and continuously improving relevant FFA career development events. Although the National FFA Organization should be aware of the needs of state associations and should react to those needs, it should help initiate opportunities that reflect relevant and emerging technology. National FFA Career Development Events should be developed with significant input from FFA members, teachers, partners, respective industry sponsors and others involved in agricultural education.

National career development events should reflect instruction that currently takes place in the entire agricultural education program, including classroom instruction, laboratory instruction, individualized instruction, and/or supervised agricultural experience. However, it is appropriate for the national organization to develop career development events and awards that stimulate instruction in emerging areas that reflect both current and future community, national and global work force needs. The authority for insuring the relevance of an FFA

activity is ultimately vested in the National FFA Board of Directors.

The national organization should promote career development events. Career development events that include team activities should be based on cooperation and teamwork while recognizing the value of competition and individual achievement. The role of career development events is to motivate students and encourage leadership, personal growth, citizenship and career development.

Students should be recognized for achievement in career development events. Quality standards should be used as a basis for achievement. The national organization should ensure that the recognition is appropriate and meaningful. Recognition for achievement should be reflective of the total effort required by the chapter/team/individual and should take place at all levels of participation.

The National FFA Organization shall encourage accessibility and provide opportunities for achievement and recognition for students with diverse backgrounds. High expectations should be consistently communicated to those who are involved in career development events and awards.

GENERAL RULES AND OFFICIAL POLICIES

Violations of any of the following rules may be grounds for the event superintendent to disqualify the participants.

National FFA staff and event superintendents will use the published rules and procedures to organize and implement the National FFA Career Development Events. Event activities may not be conducted, modified or substituted due to lack of necessary materials, expertise or extreme impact to event budgets. Every effort will be taken to

maintain the quality and integrity of the event. In this case notification will be provided at the team orientation meeting. Teams that qualify to compete will be mailed the current format for the specific event in a team orientation packet prior to the convention for which they have qualified.

Team Activities

The primary goal of career development events is to develop individual responsibilities, foster teamwork and promote communications while recognizing the value of ethical competition and the value of individual achievement. Where appropriate team activities will be included that requires two or more members from one chapter working cooperatively. Career development events and awards are intended to be an outgrowth of instruction.

Career development events should:

- include problem solving and critical thinking.
- promote an appreciation for diversity by reducing barriers to participation.
- promote new directions and focus on future needs of members and society.
- include cooperative activities, where appropriate.
- encourage broad participation among members and recognize excellence within levels of experience.
- recognize individual and team achievement, develop general leadership and recognize levels of ability.
- provide local recognition for superior performance at the state and national level.

Eligibility of Participants

1. Each participant must be a current bona fide dues paying FFA member in good standing

with the local chapter, state FFA association and the National FFA Organization at the time of his/her certification and at the time of the national career development event in which he/she participates.

If the participant's name is not on the chapter's official roster for the years in which the dues were payable to the National FFA Organization, a past due membership processing fee of \$25, in addition to the dues must be paid **prior** to certification.

2. The participant, at the time of his/her certification as a national team member:
 - a. must be a *high school* FFA member, (a graduating senior is considered eligible to compete in state and national career development events up to and including his/her first national convention following graduation). (High school refers to grades 9–12.)
 - b. must have qualified as either a 7th, 8th or 9th grade member to compete in the creed speaking event.
 - c. while in school, must be enrolled in at least one agricultural education course during the school year and/or follow a planned course of study; either course must include a supervised agricultural experience program, the objective of which is preparation for an agricultural career.

The National FFA Constitution provides flexibility to meet the needs of students enrolled in non-traditional programs. For this purpose a student needs to be enrolled in at least one agricultural education course during the year they qualified for the event.
 - d. must have qualified as a state representative in a respective career development event; if he or she moves to a

different chapter or a different state, they may be allowed to compete in the national event with the school they qualified with during the qualifying year. Certification forms submitted to the national FFA will be the list that will be accepted.

3. A student may not participate more than once in the same official National FFA Career Development Event. No student may participate in more than one National FFA Career Development Event each year.
4. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.

Official Dress

1. Participants are expected to observe the National FFA Code of Ethics and the Proper Use of the FFA Jacket during the career development events. (Please see the latest edition of the Official FFA Manual.) Official dress is highly recommended for all participants where appropriate and is required for the awards presentation and recognition.

SELECTION AND CERTIFICATION OF STATE TEAMS

1. Each state team may be composed of four members except for agricultural communications, agricultural issues, marketing plan and parliamentary procedure. The members of a state team must be from the same chapter. Members must qualify in the career development event in which they are to participate at the national level. With extenuating circumstances a teacher may substitute another

student from the chapter who may not have participated at a state qualifying event.

2. Each team will be composed of the number of members determined by the specific event committee. See chart on next page for number of team members and number of scores used to comprise the team score.
3. Teams must be selected at a state or interstate career development event held between the immediate previous National FFA Career Development Event Convention and prior to the National FFA Convention in which they are participating. States that qualify more than one year out must request and submit a written waiver for approval at least 110 days prior to the national event.
4. Each state will submit a team declaration form by June 1st prior to the national FFA convention. A \$25 entry-processing fee will be charged for participation in each declared event with the exception of the Dairy Cattle Handlers' Activity. Processing fee must be paid in conjunction with certification of each team.
5. The state supervisor of agricultural education or the executive secretary must certify that participants are eligible. If an ineligible student participates in any career development event, the member will be disqualified and may result in the disqualification of the team as well.
6. All students must be certified by the designated deadline. Once original certification has been completed, no member may be added without first deleting a member.
7. Certification forms will be made available each year to the state supervisor of agricultural education and the executive secretary through the National FFA CDE website and National Agricultural Education Inservice CD-ROM. States must certify participants to the National FFA Organization 110 days

**OFFICIAL DRESS RECOMMENDATIONS, NUMBER OF PARTICIPANTS
AND NUMBER OF SCORES FOR TEAM TOTAL**

Event	Official Dress Appropriate	Number of Participants Allowed(per team)	Number of Scores for Team Total
Agricultural Communications	Yes	5	5
Agricultural Issues	Optional	3-7	Team Score Event
Agricultural Mechanics	No	4	Top 3 Scores
Agricultural Sales	Yes	4	4
Agronomy	Yes	4	4
Creed Speaking	Yes	1	N/A
Dairy Cattle	Yes	4	Top 3 Scores
Dairy Handler	Yes	1	N/A
Dairy Foods	Yes	4	Top 3 Scores
Environmental and Natural Resources	Yes	4	4
Extemporaneous Speaking	Yes	1	NA
Farm Business Management	Yes	4	Top 3 Scores
Floriculture	Yes	4	4
Food Science and Technology	Yes	4	4
Forestry	No	4	Top 3 Scores
Horse	Yes	4	Top 3 Scores
Job Interview	Yes	1	N/A
Livestock	Yes	4	Top 3 Scores
Marketing Plan	Yes	3	Team Score Event
Meats Evaluation and Technology	No	4	Top 3 Scores
Nursery/Landscape	Yes	4	Top 3 Scores
Parliamentary Procedure	Yes	6	Team Score Event
Poultry	Yes	4	Top 3 Scores
Prepared Speaking	Yes	1	N/A

prior to the start of the national convention. The names of all participants may be submitted after the 110 day certification deadline, but must be in the National FFA Center at least ten (10) business days prior to the career development event in which they are to participate. Any additions or deletions of participants less than ten (10) business days prior to the career development event must be done at the national FFA convention within one (1) hour prior to the time of each respective career development event team orientation meeting.

8. To certify at the convention, advisors are to complete an on-site add/delete form. Membership of those participants listed on the on-site add/delete form will be verified after the convention. If at that time, a member is found to be inactive, the team may be disqualified, if the member who is in question had an effect on the team placing. Regardless, the member in question will be disqualified. These participants must also meet all other requirements of eligibility printed in this handbook. When possible membership checks will be done at the time the on-site add/delete form is processed on site. If at this time the participant is not a member the chapter advisor will have the opportunity to pay membership processing fees, state dues and national dues.
9. Each member participating in a National FFA Career Development Event must submit the proper Waiver, Release of Liability and Consent to Medical Treatment Form. The form must be sent to the National FFA Center within 30 days prior to the event. If a team does not qualify for participation in the national event until after this deadline, the waiver form must be submitted with the certification form. Participants who do not submit this form will not be allowed to participate.

National FFA staff highly recommend that all liability waiver forms be submitted with the event certification form prior to the certification deadline. Liability waivers must be submitted with all add/delete forms.

Emergency Conditions

1. Under emergency conditions, a state team participating in a National FFA Career Development Event may be made up of less than the required members. States must still certify teams prior to the national FFA convention, but fewer than the required number could compete if an emergency condition such as illness, death in the family or an act of God would occur. Those individuals competing would still be eligible to qualify for individual awards.
2. Event committees will strive to divide teams into groups so that no two participants from a team will be in the same group. In any case no two members will be placed side-by-side.

Disqualification

1. Any communication, verbal or non-verbal, between participants during a career development event will be sufficient cause to eliminate the team member involved from the career development event. The only exception to this would be communication between team members during the team activity portion of a given career development event.
2. Teams or participants arriving after the career development event has begun may be disqualified or penalized.
3. Any assistance given to a team member from any source other than the career development event officials or assistants will be sufficient cause to eliminate the team from the career development event.

4. Event superintendents may stop any participant if they deem their manner to be hazardous either to themselves or others. Such stoppage shall deem the individuals disqualified for that section of the career development event.
5. CDE participants who start an event and do not complete the event without notifying event officials at the time of departure will be disqualified. This can affect the overall team rank and position. In some events this will also disqualify the entire team.
6. Participants will not be allowed to utilize personal electronic communication devices, other than those approved by the event officials, during the entire course of the event. Participants who access personal electronic communication devices without prior approval of the event officials will be disqualified.
7. No team, participant, advisor or coach shall visit the event facilities from September 1 to the end of the event. Any team, participant, advisor or coach reported and proven to do so will cause the elimination or disqualification of that team from the national event.
8. Assess a penalty of 10% of the total points allotted for the written documents post-marked after the postmarked deadline in the following events; Agricultural Communications, Agricultural Issues, Job Interview, Marketing Plan and Prepared Public Speaking. If the document is still not received seven days after the postmarked deadline, the team/individual may be subject to disqualification.

Waiver of FFA Rules

Any local chapter seeking a waiver of a National FFA Board Policy or Procedure must submit in writing to the chapter's state FFA association office. If the request is approved at the state level,

it must be forwarded, under the signature of the state FFA advisor or executive secretary, to the national FFA advisor. After study by the appropriate staff, the waiver request must be submitted to the national FFA staff at least 30 days prior to the scheduled event or due date for which the waiver is requested. This policy does not supersede any current FFA policy for appeals already established for a particular FFA program.

Rules Committee of the National FFA Award, Recognition and Career Development Events Advisory Committee

1. The committee will meet only when needed at the national FFA convention and will make all final decisions on interpretation of the rules and regulations of the National FFA Career Development Events. The committee will be chaired by the National FFA Awards, Recognition and Career Development Events Advisory Committee chairperson who will in turn appoint a representative of each of the following organizations: National Association of Supervisors of Agricultural Education (NASAE), National Association of Agricultural Educators (NAAE) and the American Association for Agricultural Education, (AAAE). The program manager responsible for career development events will also serve. All five committee members will have one vote each.
2. The rules committee will resolve detailed written appeals associated only with scoring errors. Official judges' decisions are final. The announced results are the official results and awards may be duplicated as a result of the appeal. The written appeal must be filed with the education division staff responsible for career development events within seven (7) calendar days of the results announcement and accompanied with a \$50 filing fee. The fee will be returned if the appeal is justified.

Additional Operational Procedures and Policies

Check-in

Participants will report at the national FFA convention as indicated in the annual team orientation packet. Dates, hours and location will be sent annually to the state supervisor of agricultural education and to each team advisor in the team orientation packet. All participants will be given an identification number by which they will be designated throughout the event.

Assistants, Group Leaders and Officials

Each state agricultural education department is encouraged to provide staff and students to help administer and conduct specific National FFA Career Development Events. *States with prepared, extemporaneous and creed speaking participants must provide a judge.* States entering a team may recommend a person or persons to serve as an assistant in the career development event in which a team will participate. These persons may be supervisors, teacher educators, teachers of agriculture or other qualified individuals. A person designated as an assistant, group leader or official for a career development event must neither be the coach, advisor or agricultural instructor of a team/individual in that same career development event; nor shall they have had any direct part in training/coaching the team/individual in preparation for the event after qualification for nationals has occurred. If an individual wishes to train/coach their team/individual, they must excuse themselves from the committee and event preparation for that convention year.

Special Need

Accessibility for all students—All special needs requests and appropriate documentation as outlined in the special needs request procedure must be submitted with appropriate career

development event certification form by certification deadline. National FFA staff and the event superintendent will be responsible for scheduling assistance from a different state association to assist participants.

Scoring

Continuous revisions of scoring sheets, due to computer scoring, will be necessary. Copies of any revised sheets will be sent to the state supervisor/executive secretary of agricultural education 60 days prior to the career development event.

TEAM AND INDIVIDUAL AWARDS

The ranking of teams and individuals in each of the career development events will be on the basis of three logical groups within the total range of scores. These groups will be designated as gold emblem, silver emblem and bronze emblem. Teams and individuals participating in each of the career development events will be rated gold, silver and bronze emblem through a specific procedure that will be predetermined. However, officials will honor natural breaks in scores. In the final written announcement of results, teams and individuals will be ranked from top to bottom in the order of their placing. Awards will be distributed to the winning teams and individuals at award programs following the completion of the career development events.

1. All awards will be provided by a cooperating industry sponsor(s) as a special project, and/or by the general fund of the National FFA Foundation.
2. The team having the highest ranking in each career development event will receive an award and members will receive individual high team awards provided they are present at the time of the awards ceremony.

3. The high individual in each of the National FFA Career Development Events will be announced at the time the awards are distributed and presented with a special award.
4. Results of all National FFA Career Development Events will be released through the education division, National FFA Organization office at the appropriate event award ceremonies.

Career Development Event Scholarships

1. Scholarships may be awarded in the National FFA Career Development Events, *as funding is available*.

Scholarships will be held for a full year beyond the student's graduation date. If the scholarship is not requested within one year after graduation from high school, the scholarship will be forfeited. Information on availability of scholarships will be sent annually along with the "Program for National FFA Career Development Events" to state participating teams and state agricultural education officials. Only one career development event scholarship may be awarded per student per year.

2. Additional scholarships may be available to top FFA members who have participated in National FFA Career Development Events at local, state and/or national levels through the National FFA Collegiate Scholarship Program. Students must meet the criteria for each specific area as outlined in the national scholarship application and complete the application that is mailed to each chapter in order to be considered for these scholarships.
3. Farm Business Management Career Development Event Fellows Program is for the advisors of the top two National FFA Farm Business Management Career Development Event teams. The advisor of

the first place team will receive a \$1,500 award and the advisor of the 2nd place team will receive a \$1,000 award. The advisors may use the awards for **a)** in-service or continuing education **b)** farm business management instructional materials **c)** a scholarship fund for the local FFA chapter. The Fellows awards will be awarded on an "as available" basis. Fellows awards may only be awarded to a FFA advisor for a total lifetime amount of \$2,500. These awards are provided by the National FFA Organization through National FFA Foundation sponsorship by the career development event sponsor.

Written Tests

All written tests used in National FFA Career Development Events will be available for sale through the National FFA Catalog effective the January following each career development event. Please request Item NCQ (year).

Career Development Events Additions/Deletions

- a. National FFA staff in cooperation with the National FFA Board of Directors is expected to be proactive in developing new or initiating changes within existing career development events to ensure they meet the needs of FFA members.
- b. Three years following the initiation of a new career development event, 15 states should be participating and 26 states should be participating after the next three-year period in order to retain the event at the national level.
- c. In addition, if 15 state supervisors/executive secretaries develop a proposal for a new career development event, the national FFA staff will conduct a study for the validity of the career development event and make a recommendation to the National FFA Board of Directors. Representatives of these states

must be from each of the FFA regions. The same process may be used to eliminate a national career development event.

- d. The national organization will certify National FFA Career Development Event winners for international competition when states request, with the understanding that the state team will provide their own travel expenses.
- e. The National FFA Board of Directors and national officers shall approve all changes in the general plan, rules and methods of selecting winners.

NATIONAL FFA AWARD, RECOGNITION AND CAREER DEVELOPMENT EVENTS ADVISORY COMMITTEE

Purpose: To advise the National FFA Board of Directors on issues impacting both National FFA Career Development Events and Awards to ensure:

- 1. all activities are consistent with industry needs.
- 2. all activities are available to all members.
- 3. all activities are conducted openly, fairly and in a quality manner.
- 4. cooperation among various activities occurs, to the degree possible, to promote the interconnectedness of agriculture (i.e. forestry and agricultural mechanics or farm business management and dairy or livestock) and agricultural education (classroom, SAE, FFA).
- 5. new and innovative activities are being put forward for consideration.
- 6. as many students as possible have the opportunity to participate.

- 7. a constant process of local advisor in-service on proper use of these activities as tools for learning is being championed.
- 8. all activities are operated consistently with national FFA board policy.
- 9. activities are conducted within available budgets approved by the FFA board and, if appropriate, FFA foundation board.

Membership

- 1. Two members of the National FFA Board of Directors, selected by the board, one of which will be a state supervisor (preference may be given for the second position to be held by the teacher acting as the USDE representative).
- 2. Two members, who are agricultural education instructors, selected by National Association of Agricultural Educators, (NAAE) through a process of their choosing.
- 3. Two members, who are state staff, selected by National Association of Supervisors of Agricultural Education, (NASAE) through a process of their choosing.
- 4. Two members, who are teacher educators, selected by American Association of Agricultural Education, (AAAE) through a process of their choosing.
- 5. Two FFA members who are or were delegates selected by the FFA national officers through a process of their choosing.
- 6. One member who is a career development event superintendent selected by the CDE superintendents through a process of its choosing.

Consultants

The current superintendent of each FFA career development event area will serve as a consultant.

Term

Members serve a three-year term except for the two FFA member representatives who will serve a one-year term.

Chair

The chair of the national advisory committee on awards and career development events will be the state staff member selected by the National FFA Board of Directors.

Meeting Schedule

1. Annual national convention meeting will be held to report on the completion of activities at convention and provide input into the winter meeting agenda.
2. The annual winter meeting will allow for most of the committee's work to be conducted as a whole group and in sub-groups focused on specific issues or specific types of activities (e.g., team career development events, individual awards, chapter awards).

Costs for all official members and consultants:

- convention meeting cost is borne by each participant.
- the winter meeting cost will be borne by the National FFA Organization, education division budget and the National FFA Foundation special project budgets for career development events.

National FFA Career Development Event Committee Responsibilities

The National Career Development Event Committee should:

1. broadly represent agriculture teachers, agriculture educators, subject matter specialists and industry personnel.
2. be appointed/confirmed by the chief operating officer with authority to manage the team activities and events.
3. build on the principles of volunteerism and individual members should be recognized for their contributions.
4. elect a superintendent to a five-year term that is confirmed by the FFA chief operating officer.
5. develop and propose a three-year budget to be approved by the appropriate FFA staff subject for submission to the National FFA Board of Directors.
6. develop committee assignments cooperatively with FFA staff.
7. be structured to encourage member development within the committee and be sensitive to, and represent the needs of diverse populations and cultures.
8. be large enough to adequately manage the team activities.
9. be responsible for the identification of the number of teams eligible to participate at the national level. They should encourage equal opportunity for members of teams to participate from across the states.

Conflict of Interest

Any career development event committee member who has a team qualify for or choose to train a team that qualifies for national competition in the event related to their committee assignment shall excuse themselves from their committee duties and event preparation for that convention year to eliminate the conflict of interest. It is the committee member's responsibility to inform the event superintendent and national FFA staff of

their involvement with a team that has qualified for national competition. A person designated as an assistant, group leader or official for a career development event must neither be the coach, advisor or agricultural instructor of a team/individual in that same career development event; nor shall they have had any direct part in training/coaching the team/individual in preparation for the event, after qualification for nationals has occurred.

1 CHAPTER

NATIONAL FFA

AGRICULTURAL COMMUNICATIONS

CAREER DEVELOPMENT EVENT

A Special Project of the National FFA Foundation

IMPORTANT NOTE

Please thoroughly read the Introduction Section at the beginning of this handbook for complete rules and procedures that are relevant to all National FFA Career Development Events.

I. PURPOSE

The purpose of the Agricultural Communications Career Development Event is to provide individuals with basic communications skills necessary to take advantage of career opportunities in agricultural communications. Public communications about agricultural products, practices and policies are essential to the future of agriculture. Students who are equipped with strong communication skills and who can use a variety of media to help the public understand issues related to the agricultural industry have a bright future in the job market.

II. EVENT FORMAT

A. Team Make-up

1. The event will consist of a five-member team.
2. Eligible participants in the National FFA Agricultural Communications Career Development Event will be students who are regularly enrolled in agricultural education during the calendar year, have a planned course of study, or who are still in high school but have completed all the agricultural education offered. When selected, participants must be active members of a chartered FFA chapter and the National FFA Organization. Members representing a state association may participate in the National FFA Agricultural Communications Event only once.

3. Ten copies of the communications project proposal must be sent to the Career Development Event Program Manager, National FFA Center postmarked on or before September 15th.
4. It is highly recommended that participants be in official FFA dress in each event.
5. The National FFA Agricultural Communications Career Development Event will be limited to one team per state.
6. All material will be student produced and verified by the state FFA executive secretary and/or the state FFA advisor in each state.
7. The event will include both written as well as oral communications presentations.
8. The National FFA Officers and National Board of Directors will be in charge of this event.
9. The judges will be selected from print and broadcast media, agriculture producers and other members of the agriculture communications community.

B. Equipment

1. Needed: Students must provide pens and pencils.
2. Provided: Specialized equipment
 - a. For team presentation- Easel, VCR/TV monitor and projector screen.
 - b. For practicums- PC computer, tape recorder, cassettes, black and white or color photographs (5 × 7 prints), wax pencils, colored pencils, rulers, colored paper and 11 × 17 blue-line grid paper. **Note:** Teams may bring additional equipment for project presentation as

long as they are able to set up and tear down equipment in the time allowed for the presentation.

C. Team Activities

Communications Project Proposal and Presentation (150 points/team)

Each team will prepare a communications project proposal for their chapter. The proposal will explain the communications activities planned to publicize an event/issue. Guidance on the event/issue is presented below. **Ten copies of the communications project proposal must be sent to the Career Development Event Program Manager, National FFA Center postmarked on or before September 15th.** A penalty of 10% will be assessed for documents received after the postmark deadline. If document is not received seven days after postmark deadline, the team may be subject to disqualification. States qualifying after the September 15th deadline will have seven days from state qualifying event date to submit their communications project proposal. At the National FFA Career Development Event, the team will make an oral presentation of the proposal.

1. Guidelines for Proposal

- The key to producing a good communications project proposal is to select a project that is specific enough that you will be able to do a good job with it.
- a. The proposal should be a maximum of 12 double-spaced typed pages (not including references or appendices) on 8.5 × 11 white bond paper using 1" margins and 12-point Times New Roman or Times as the font.
 - b. Staple the proposal in upper-left hand corner. **DO NOT** bind or place in folders, special binders or covers.

- c. Follow style established in the *Associated Press Stylebook and Libel Manual*.
- d. A cover page, which is not included in the 12 page limit, should give the title of the communications proposal, state, chapter name, team member names and date.
- e. The communications project proposal should include the following sections:
 - 1. rationale for selecting the project, including background information that helps provide judges with an understanding of the project and the situation or locale where it will be implemented.
 - 2. objectives of the project (What is the project to accomplish?).
 - 3. audiences to be targeted with this project.
 - 4. key messages or themes to communicate to the audiences.
 - 5. media (brochures, newspapers, signage, radio, etc.,) selected to accomplish the project.
 - 6. budget to produce and place communications materials.
 - 7. criteria upon which project will be evaluated (these criteria should result in some indication of how well the project accomplishes the stated objectives).

2. Topic for communications project proposal and presentation

The communications project proposal and presentation will be based on the same topic. The topic will be chosen by the team from a theme of possible topics provided by national FFA. The themes of topics will rotate from year to year (see table).

YEAR	PROJECT THEME	POTENTIAL TOPICS
2006 2010	LOCAL ENVIRONMENTAL ISSUES	Responsible production practices; environmentally-friendly lawn, landscape and gardening practices; hazardous household waste management; use of pesticides and fertilizers; soil testing by homeowners and producers.
2007	FFA RECRUITING AND EDUCATIONAL ACTIVITIES	Chapter recruitment campaigns; promotion of community or school-sponsored activities; promotion of chapter educational activities; alumni recruitment.
2008	SAFETY ISSUES	Tractor safety; pesticide/fertilizer applicator safety; livestock handling safety; ag mechanics safety; hunter safety; controlling noxious plants; ATV safety.
2009	FFA COMMUNITY INVOLVEMENT	Building local community support; publicizing community service projects; publicizing community and educational value of SAE's; FFA-sponsored community events.

3. Communications project presentation (150 points/team)

Each team will be allowed 15 minutes to present their communications project to a panel of judges. Five points will be deducted for each major fraction of a minute, over the 15 minutes allowed for the presentation. Following the presentation, judges will be allowed five minutes to ask questions. When making the presentation to the judges, the team should present based on the following:

- The presentation should follow and cover all of the items listed in section A-5 of the Guidelines for Proposal.
- Include examples of materials that were (or would be) used in the execution of the proposal (ex. brochures, newsletters, news releases, photos, graphics, videos, radio tapes, etc.)
- Team members should not rely solely on equipment. Each team member must participate in the presentation.
- Teams will have a total of 10 minutes for setting-up and tearing-down equipment. (e.g., 5 minutes to set up and 5 minutes to tear down)

4. Presentation rounds

The communication presentation will be conducted in two rounds - preliminary (3–5 flights) and finals (1 flight). The top team from each preliminary flight will advance to the final round. Preliminary rounds will be seeded by proposal scores.

D. Individual Activities

1. Tests

a. Editing exercise (25 points/individual; 125 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 proofreader's marks (see Associated Press Stylebook and Libel Manual). 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.

b. Communications quiz (25 points/individual; 125 points/team)

Each team member will complete a quiz that covers basic elements important to the skill areas of journalistic writing and broadcasting, public relations writing and graphic design. Five questions will be written for each segment, which includes broadcast, public relations, news, visuals and ethics of communication. Team members will NOT be able to use the style manual or a dictionary during this exercise.

2. Practicums

(100 points individual/500 points per team)

The practicums will consist of five individual events. Each team should assign a member to one of the following activities **PRIOR** to arriving at the national event:

- a. Organizing and writing news story.
- b. Organizing and writing a press release.
- c. Developing and carrying out a broadcast.
- d. Preparing a graphic and photo editing for a news story.
- e. Developing a website.

All teams will meet in a central location for an orientation and press conference. Teams will be seated by practicum group (i.e., broadcasters, news writers, press release writers, graphic designers and web designers). All team members will be given an orientation at the beginning of the practicums to last no more than 10 minutes.

The press conference will be held following the orientation meeting. Each team member will receive a press packet with background information on the agricultural topic and expert to use during the event. An expert will speak on a timely agricultural topic for 20 minutes. Students will be provided with paper to take notes if they wish. After the 20-minute presentation, the broadcasters and graphic designers will be dismissed to a different area to complete their assigned tasks. (See detailed descriptions of assignments below.)

The news writers and press release writers will then be involved in a 10-minute question and answer period with the expert (speaker). Only the news writers will be allowed to ask the questions. Each news writer will stand to be recognized before asking a question. News writers may ask more than one question; however, the expert will attempt to address questions from as many different participants as possible. All news writers and press release writers may take notes during the question and answer period, but only news writers will be allowed to ask questions of the expert. Tape recorders will not be allowed during this portion of the event.

Upon completion of the 10-minute question and answer session, the news writers and press release writers will be dismissed to a computer room to complete their assigned tasks.

DESCRIPTION OF EACH TEAM MEMBER'S ASSIGNMENT

News Writers

Students are to write a news story based on information gathered at the news conference. It should be written for an agricultural publication (agriculture producer) audience. The story should be 250–350 words (12-point Times New Roman, double-spaced) and follow news or inverted pyramid style. It should have a strong focus and lead (opening paragraph). The story should provide answers to who, what, when, where and why. Students also should write a headline for their story. Each writer can use notes from the press conference, the Q&A session and from information in the press packet. After writers arrive in their designated area, they will have 60 minutes to compose their story. The story will then be word processed by the student on a computer, printed out and turned in to be scored. Judging will be based on written communication skills, accuracy, organization, style, creativity and grammar.

Press Release Writers

Each press release writer will use the press packet and the information gathered in the press conference to write a 200- to 300-word press release (12 point Times New Roman, double-spaced) excluding the words in the header. The release should be written as if the expert's company or organization was distributing it. After writers arrive in their designated area, they will have 60 minutes to compose their story. The story will then be word processed by the student on a computer, printed out and turned in to be scored. Judging will be based on written communication skills, accuracy, organization, style, creativity and grammar.

Broadcasters

Each broadcaster will use the press packet and information that was gathered in the press conference to write and carry out a two-minute radio broadcast. The message should be suitable to be aired on a radio station or radio network. After the participant has developed the story, he or she will use a standard cassette and tape recorder to broadcast the story. The cassette with the recorded broadcast will be turned in to be evaluated. Students will be able to listen to their recording prior to turning in the cassette if time allows. All tape recorders will be the same; therefore, recording quality will not be a factor in the evaluation process. Broadcasters will also develop and turn in five written questions that he or she would have asked the expert if they were given the opportunity to interview the expert after the press conference. These written questions will be turned in along with the cassette once the student has completed the tasks. After the broadcasters arrive in their designated room, they will have 60 minutes to complete their tasks.

Graphic Designers

Each graphic designer will complete exercises in graphic art, photo editing, photo caption writing and page layout. The objective is effective communication or information sharing through visual tools. After graphic designers arrive in their designated room, they will have 60 minutes to complete their four tasks. Each of these tasks is described below.

1. *Page layout exercise* - Each of the products from the following exercises will be combined into a layout format using a computer program that will be identified and shared with state staff annually. The layout should be a two-page feature story design for an agricultural magazine (e.g., *Successful Farming*,

FFA New Horizons) and should be appropriate for the topic. The layout will include a headline, reporter byline, photo(s) with captions, pull quote, graphic and text placeholders. Participants will be provided with dummy text, digital photos and other appropriate electronic materials for completing this exercise.

2. *Graphic art exercise* - Each student creates a chart or table on a computer that illustrates numeric data from the press packet. A press packet (including news release and data) is provided for each artist. Students are judged on their graphic art skill, understanding and use of statistics and creativity. The computer programs that will be available will be identified and shared with state staff annually. In the event that a different program is used, the changes will be announced. The final table or chart must be incorporated into the complete page layout described below.
3. *Photo editing exercise* - Students will receive a variety of digital black and white photos or color photos and will select photos to use in the layout based on information in the press packet. Each student should place the photos in the layout and make any appropriate adjustments (e.g., cropping or resizing). Each student is to choose one photo and provide three written reasons on why they selected it for the layout. These should include the photo's best qualities, its visual appeal to readers and how it helps communicate the story's message.
4. *Photo caption writing exercise* - Students are to write and place a two-line caption (approximately 25 words) for one of the photos they have selected into the layout. Students will be judged on accuracy of information, grammar, brevity, clarity, style and creativity of captions.

Web Designer

Each Web designer will use the press packet to design and develop a two-page Web site publicizing the issue presented at the press conference. Participants will use computer programs that will be identified and shared with state staff annually to develop their Web site. The Web site should be designed for the speaker’s organization based on supplied specifications. These specifications may include but are not limited to external hyperlinks, internal hyperlinks, banners, background colors, logos, e-mail links, photographs and contact lists. Participants will be provided with appropriate electronic materials for completing this exercise. After Web designers arrive in their designated room, they will have 60 minutes to complete their tasks.

III. SCORING

Participants shall be ranked in numerical order on the basis of the final score to be determined by each judge without consultation. The judge’s ranking of each participant then shall be added, and the winner will be that participant whose total ranking is the lowest. Other placings will be determined in the same manner (low point method of selection). Weighted rank scoring will be implemented to maintain emphasis between individual activities, practicums and team events. The following rubrics will guide judges’ evaluations:

COMMUNICATION PROJECT PROPOSAL: 14% OF TEAMS’ FINAL WEIGHTED RANK

Rationale 25
 Objectives of Project 25
 Target Audiences to Address 20
 Key Messages 15
 Media Selection 20
 Budget 10
 Evaluation Criteria 15
 Grammar, Punctuation, Spelling, Style 20

COMMUNICATION PROJECT PRESENTATION PRESENTATION: 14% OF TEAMS’ FINAL WEIGHTED RANK

Professionalism 10
 appearance (official dress), poise and posture, attitude/confidence, demeanor, ethical concerns
 Knowledge of Subject 15
 Power of Expression/Verbal Skills 30
 directness, sincerity, emphasis verbal communication with judges grammar and voice (quality, pitch, articulation, pronunciation, force)
 Presentation Skills 25
 effectiveness of visual aids, use of visual aids, stage presence and organization of presentation following a logical order and flow
 Questions and Answers 50
 ability to answer questions on the presentations which are asked by indicating originality, familiarity with subject and ability to think quickly
 Supporting Evidence 10
 examples that document the materials used to develop the project
 Creativity and innovation 10

Tests

Communications Quiz 125
 Equals 17% of individuals’ and 11% of teams’ final weighted rank
 (25 points per team member)
 Editing Exercise 125
 Equals 17% of individuals’ and 11% of teams’ final weighted rank
 (25 points per team member)

Practicums

News writer story: *Equals 66% of individual's' and 10% of teams' final weighted rank*

Lead/Focus 20

Organization, Clarity, Brevity,
 Conciseness and Clarity 15

Correct Style (AP) 10

Accuracy of Information and Quotes 20

Depth of Coverage/Creativity 10

Headline 10

Grammar, Spelling, Punctuation, and
 Word Choice 15

Press release writer: *Equals 66% of individual's' and 10% of teams' final weighted rank*

Lead/Focus 20

Organization, Brevity, Concise and Clarity 15

Correct Style (AP) 10

Accuracy of Information and Quotes 15

Creativity 10

Header/Headline 10

Grammar, Spelling, Punctuation and
 Word Choice 10

Company or Product Information 10

Broadcaster's recording: *Equals 66% of individual's' and 10% of teams' final weighted rank*

Voice Quality 10

Power of Expression 10

Lead/Focus 15

Clarity of Communication 10

Organization, Concise and Brevity 10

Creativity 10

Accuracy of Information and Quotes 15

Quality of Five Written Follow-up
 Questions 20

Graphic Designer: *Equals 66% of individual's' and 10% of teams' final weighted rank*

Overall Aesthetics of Layout 25

Use of Graphic Design Principles 15

Understanding and Use of Statistics in
 Informational Graphic 15

 Neatness and Creativity 15

Choice, Justification, Placement and
 Cropping of Photo 15

Photo Caption Writing 15

Web Design: *Equals 66% of individual's' and 10% of teams' final weighted rank*

Appropriate Design (related to audience
 and topic) 15

Use of Web Design Principles 25

Adherence to Site Specifications 20

Neatness and Creativity 15

Functionality of Site
 (includes working hyperlinks) 15

Editing/Proofreading (grammar,
 spelling, punctuation, etc) 10

IV. TIEBREAKERS

1. Team tiebreakers will be settled in the following order:
 - a. Proposal rank
 - b. Practicum rank
 - c. Presentation rank
2. Individuals tiebreakers will be settled in the following order:
 - a. Practicum rank
 - b. Quiz rank
 - c. Editing exercise score

If tie exists after tiebreakers have been applied, ties will be broken on raw scores.

V. AWARDS

Awards will be presented at an awards ceremony. Awards are presented to teams as well as individuals based upon their rankings. Awards are sponsored by a cooperating industry sponsor(s) as a special project and/or by the general fund of the National FFA Foundation.

VI. REFERENCES

This list of references is not intended to be inclusive. Other sources may be utilized and teachers are encouraged to make use of the very best

instructional materials available. The following list contains references that may prove helpful during event preparation.

Associated Press Stylebook and Libel Manual

Microsoft ® Office computer program

Bivins, T. *Public Relations Writings: The Essentials of Style and Format*, 4th edition. McGraw-Hill Higher Education, ISBN 0-844-20351-3

Calver, P. (editor). *The Communicator's Handbook*.. 4th edition. Maupin House, Gainesville, FL 32607 <http://www.maupinhouse.com>

Harrower, T. *Newspaper Designer's Handbook*, 5th edition. McGraw-Hill Higher Education. ISBN 0-07-249291-0

Kalbfeld, B. *Associated Press Broadcast News Handbook*. McGraw-Hill Higher Education, ISBN 0-07-136388-2

Agriculture Communications in the Classroom; Shannon Hartenstein, advised by Tracy A. Rutherford, Ph.D. *Agricultural Communications and Journalism*, Kansas State University on behalf of the National FFA Organization Copyright 2002, National FFA Organization. This guide can be found on the Local Program Success Resource CD-ROM or at http://www.ffa.org/dcd/National_FFA_Programs/Career_Development_Events/Ag_Communications/

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No.: _____

COMMUNICATION PROJECT PROPOSAL SCORECARD

	POSSIBLE SCORE	TEAM SCORE
Rationale	25	
Objectives of project	25	
Target audiences to address	20	
Key Messages	15	
Media Selection	20	
Budget	10	
Evaluation	15	
Grammar, punctuation, spelling, style	20	
Total Possible:	150	
Deduction for materials received after postmark deadline 10% or 15 points maximum		
Total		

Team Score:

Judge's Name

Judge's Signature

Date

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No.: _____

COMMUNICATION PROJECT PRESENTATION SCORECARD

	POSSIBLE SCORE	TEAM SCORE
Professionalism Appearance, poise, posture, attitude/confidence, demeanor, ethical concerns.	10	
Knowledge of Subject	15	
Power of Expression/Verbal Skills Directness, sincerity, emphasis, grammar, voice (quality, pitch, articulation, pronunciation, force).	30	
Presentation Skills Effectiveness of visual aids. Use of visual aids, stage presence and organization; presentation follows a logical order and flow.	25	
Questions and Answers Ability to answer judges' questions on the presentation. Responses indicate originality, familiarity with subject and ability to think quickly.	50	
Supporting Evidence Examples that document the materials used to develop the project.	10	
Creativity and Innovation	10	
Gross Total Possible:	150	
Less 5 points per each major fraction of a minute over the 15 minute time limit ()		

Team Score:

Judge's Name

Judge's Signature

Date

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No.: _____

Member No.: _____

NEWS WRITER STORY PRACTICUM

	POSSIBLE SCORE	MEMBER SCORE
Lead/Focus	20	
Organization, Clarity and Conciseness	15	
Correct Style (AP)	10	
Accuracy of Information and Quotes	20	
Depth of Coverage/Creativity	10	
Headline	10	
Grammar, Spelling, Punctuation and Word Choice	15	
Total Possible:	100	

Total Score:

Judge's Name

Judge's Signature

Date

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No.: _____

Member No.: _____

PRESS RELEASE WRITER PRACTICUM

	POSSIBLE SCORE	MEMBER SCORE
Lead/Focus	20	
Organization, Brevity, Clarity and Conciseness	15	
Correct Style (AP)	10	
Accuracy of Information and Quotes	15	
Creativity	10	
Header/Headline	10	
Grammar, Spelling, Punctuation and Word Choice	10	
Company, Organization or Product Information	10	
Total Possible:	100	

Total Score:

Judge's Name

Judge's Signature

Date

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No.: _____

Member No.: _____

BROADCASTER'S RECORDING PRACTICUM

	POSSIBLE SCORE	MEMBER SCORE
Voice Quality	10	
Power of Expression	10	
Lead/Focus	15	
Clarity of Communication	10	
Organization, Concise and Brevity	10	
Creativity	10	
Accuracy of Information and Quotes	15	
Quality of Five Written Follow-up Questions	20	
Total Possible:	100	

Total Score:

Judge's Name

Judge's Signature

Date

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No.: _____

Member No.: _____

WEB DESIGN PRACTICUM

	POSSIBLE SCORE	MEMBER SCORE
Appropriate design - (related to audience and topic)	15	
Use of Web design principles	25	
Adherence to site specifications	20	
Neatness and creativity	15	
Functionality of site (includes working hyperlink)	15	
Editing/Proofreading - (grammar, spelling, punctuation, etc.)	10	
Total Possible:	100	

Total Score:

Judge's Name

Judge's Signature

Date

Agricultural Communications

Name: _____ Chapter: _____

State: _____ Team No.: _____

TEAM SCORECARD

	POSSIBLE SCORE	TEAM SCORE
Practicum Scores	500	
Communications Project Proposal	150	
Communications Project Presentation	150	
Test Scores <ul style="list-style-type: none"> • Communications Quiz - 125 pts. (25pts/member) • Editing Exercise - 125 pts. (25pts/member) 	250	
Total Possible:	1050	

Team Score:

_____ *Judge's Name*

_____ *Judge's Signature*

_____ *Date*

