

AGRICULTURAL COMMUNICATION AND LEADERSHIP

Agricultural communicators play a vital role in the world of agriculture. Representing agriculturalists across the world, these individuals possess the skills to communicate effectively agricultural messages to publics involved and not involved in agriculture. Because a large percentage of the population lacks agricultural understanding, it is important for agricultural communicators to provide timely, accurate information on current issues and events.

As agricultural issues become prominent targets in the media, the need for effective agricultural communicators continues to grow. In this guidebook, materials provide the student with the basic training in communications and journalism. FFA members may find these materials helpful in preparing to participate in the National FFA Agricultural Communications Career Development Event.

Whether FFA members are interested in pursuing a career in agricultural communications and journalism, or are looking to build additional communications skills, participating in the agricultural communications proves to be an educational experience.

Levels: 11-12

CIP Code: 010802

Standard: 010802-01

Students will develop an understanding of the role of FFA in Agricultural Education Programs

Objectives:

- Students will learn the history of the FFA
- Students will learn the part the FFA emblem
- Students will learn the meaning for each part of the FFA emblem
- Students will learn the about the greenhand, chapter, state and American degree
- Students will identify what career development events are offered in the FFA
- Students will describe the proficiency awards offered in the FFA
- Students will describe the duties and responsibilities of chapter officers
- Students will explain the proper dress and characteristics of a good FFA leader
- Students will describe how to set up an official FFA meeting room

Standard: 010802-02

Students will understand the benefits of a Supervised Agricultural Experience (SAE) program

Objectives:

- Students will identify the different types of SAE programs
 - Entrepreneurship, Placement, Exploratory, & Agri-science
- Students will learn how to keep a records for their SAE
 - i.e. budget, expenses, income, labor trade, etc...
- Students will explain how to expand their placement and ownership SAE programs
- Students will keep accurate records of their SAE program

Standard: 010802-03

Students will understand the development and history of Agricultural Communication

Objectives:

- Students will define Agricultural Communication
- Students will list and describe the types of communication
 - Dyadic, Receiver, Sender, One and Two way, etc...
- Students will identify the role of agricultural communication has in our society
- Students will outline significant time lined events in agricultural communication
- Students will outline communication models

Standard: 010802 & 010802-12

Students will explore different careers and opportunities in Agricultural Communication (04)

Students will explore employment skills in agricultural communication

Objectives:

- Students will explore careers in agricultural communication
- Students will learn the parts of a cover letter and resume
- Students will prepare a cover letter and a resume
- Students will learn proper email etiquette's
- Students will discuss and write an appropriate thank you note and email
- Students will learn how to prepare for an interview
- Students will conduct and follow up an interview

Standard: 010802-04

Students will explore News Writing

Objectives:

- Students will learn interview techniques
- Students will learn how to plan for an interview
- Students will learn how to conduct an interview
- Students will conduct an interview
- Students will explore the inverted pyramid in news writing
- Students will learn how to create a news headline
- Students will learn how to write a news lead
- Students will learn how to write a news body and ending
- Students will explain basic AP Style in news writing
- Students will write a news story, using the inverted pyramid
- Students will identify editing and proofreading marks and symbols
- Students will learn editing and proofreading strategies
- Students will practice editing and proofreading strategies
- Students will peer review and edit a news letter

Standard: 0100802-05

Students will explore opportunities in public relations

Objectives:

- Students will define public relations
- Students will list public relation tips
- Students will learn and explore the purpose of public relations in agricultural communication
- Students will learn the ethics in public relations
- Students will analyze press releases, newsletters, brochures, and other publications
- Students will write press release
- Students will create an Ag Communications brochure

Standard: 0100802-06

Students will explore opportunities in broadcast journalism

Objectives:

- Students will define broadcast journalism in relation to Agricultural Communications
- Students will describe the various agricultural broadcast media
- Students will explore broadcast in digital radio & video
- Students will learn how to edit digital radio and video broadcast
- Students will learn how to transcribe digital radio broadcasts
- Student will develop and carry out a digital radio and video broadcast

Standard: 0100802-07

Students will learn online journalism techniques

Objectives:

- Students will define journalism
- Students will list journalism techniques and design
- Students will determine content for online journalism.
- Students will explore publishing to the Internet.
- Students will explore tips for web design development.
- Students will discuss the safe and ethical use of blogs, Facebook®, YouTube®, etc..

Standard: 0100802-08

Students will acquire knowledge about the National FFA Agricultural Communication CDE

Objectives:

- Students will explore the format of the Agricultural Communication contest
- Students will describe the individual and team activities
- Students will outline the scoring of the Agricultural Communication contest
- Students will perform portions of the Agricultural Communication contest

Standard: 0100802-09

Students will appreciate the importance of leaders in leadership

Objectives:

- Students will define leadership
- Students will discuss what is a leader
- Students will learn the different types of leadership
- Students will discuss assumptions behind human leadership.
- Students will summarize skills shared by recognized leaders.

Standard: 010802-10

Students will study and utilize public speaking skills

Objectives:

- Students will list the types and formats of public speaking
 - Shy, loud, monotone, etc...
 - Mass, entertain, informational, persuasive, etc...
- Students will describe the types and formats of public speaking
- Students will outline an effective presentation
 - Outline, body, conclusion, etc...
- Students will recognize “Rule of Thumb” for an effective presentation
 - Eye, hand, and body movement, etc...
- Students will deliver the types and formats of public speaking
- Students will analyze an effective speech, depicting the types and formats of public speaking
- Students will write and prepare an effective public speech

Standard: 0100802-11

Students will learn and utilize parliamentary procedure

Objectives:

- Students will define parliamentary procedure
- Students will list principles of parliamentary procedure
- Students will learn the purpose of parliamentary procedure
- Students will learn the motions of parliamentary procedure
- Students will utilize a chart of the precedence and rules of motions in parliamentary procedure
- Students will outline a formal debate
- Students will demonstrate a formal debate of parliamentary procedure