

## **AGRICULTURAL COMMUNICATIONS**

**Up to two 3- or 4-member teams or individuals (8 students max)**

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### **IMPORTANT NOTE**

#### **I. PURPOSE**

The purpose of the agricultural communications career development event is to showcase agricultural communications careers to as many FFA members as possible. Public communications about agricultural products, practices and policies are essential to the future of agriculture. Students have a bright future in the job market when equipped with strong communication skills, teamwork skills, and the ability to analyze a variety of media to help the public understand issues related to the industry of agriculture.

#### **II. OBJECTIVES**

1. Identify agricultural communications best practices, standards and ethics.
2. Apply selected Associated Press style guidelines.
3. Analyze and evaluate visual and written media.
4. Demonstrate ability to write clearly and concisely.

#### **III. EVENT RULES**

1. **FFA official dress is NOT REQUIRED.**
2. Participants will NOT be able to use any reference materials during this contest. The only acceptable resource is a No. 2 pencil with which the participant will record his/her answers on the Scansheet for JudgingCard.com or on a similar provided scantron.
3. Up to eight FFA members may participate in the competition. The three highest individual scores on a team will constitute a team score (low individual score on a team will be dropped).

#### **IV. EVENT FORMAT**

##### **A. Team Make-Up**

Each chapter may enter up to two teams consisting of no more than four FFA members each.

##### **B. Equipment**

1. Participants will use a Scansheet for use with JudgingCard.com to record their responses or on a similar provided scantron.
2. Each participant must have their own No. 2 pencil.

##### **C. Event Schedule**

Each contestant shall have 45 minutes to complete the contest materials, which include the following:

1. AP Style Exam
2. Communications Component 1: Photography
3. Communications Component 2: Graphics Class of Advertisements

**D. AP Style Exam (100 Points)**

Each participant will complete a 50-question, multiple-choice exam that includes questions regarding AP Style, grammar, punctuation and spelling. **Students specifically should review the 2024-2026 AP Style Manual items listed on the AP Stylebook Study Sheet for 2025 and 2026 provided in extra materials at [cde.okstate.edu](http://cde.okstate.edu).**

**E. Communications Component I: Photography (50 Points)**

Each participant will rank four photos based on the use of appropriate photography techniques and principles (use of light, focus, composition, angle, news value, etc.).

**F. Communications Component II: Graphics Class of Advertisements (50 Points)**

Each participant will rank four advertisements. Ranking should be based on the use of design principles: focus point, flow, consistency, balance, appropriateness and grammatical correctness.

**V. SCORING**

AP Style Exam Score .....	100
Photography Class Score .....	50
Graphics Class Score.....	50

**Total Points**

Individual .....	200
Team .....	600

**VI. TIEBREAKERS**

A. Team tie breakers will be settled in the following order:

1. AP Style Exam Score
2. Graphics Class Score
3. Photography Class Score

B. Ties for individual awards shall be broken by substituting the word “individual” wherever the word “team” appears above.

**VII. AWARDS**

To be determined by the hosts.

**VIII. REFERENCES**

2024-2026 Associated Press Stylebook and resources provided on the [cde.okstate.edu](http://cde.okstate.edu) website