

California FFA Association
State Agricultural Sales
Product Information
2019

Agriculture-Related Media Plan

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 budget. The team will make a pitch (oral presentation) of the media plan.

Your chapter's Ag Communication Committee has been approached by your State FFA Association to help tell the story of a local FFA chapter. The story needs to be one that builds awareness, encourages agricultural advocacy and promotes FFA engagement to a diverse audience group. You are responsible for selecting an FFA chapter from your state to promote via various media outlets. Your committee has the option to decide what is included in the promotion of this chapter.

This promotion might include one or more of the following:

1. Ways the chapter has promoted agricultural education, their program, or agricultural advocacy in a unique or innovative way;
2. Ways the chapter has engaged in some type of community outreach program that supports the ag industry;
3. Ways the chapter is undergoing some type of special project/initiative important to their state, regional, or local community.