

# University of Minnesota Invitational Agricultural Communications CDE

**Virtual Event: Monday, December 13, 2021 from 9:00 AM - 1:00 PM**

*Hosted by the University of Minnesota - Twin Cities  
Agricultural Education, Communication & Marketing Department*

## Materials needed

- Each student will need a laptop with webcam and microphone
- Each student will need a Zoom account
  - Please update your Zoom name to include: name, chapter, and practicum
  - Example: Goldy Gopher - St. Paul - Video
- Each student should have paper and a pen to take notes during the press conference

## Contest information

- The University of Minnesota AgriCast website will house all contest information. The webpage will be activated on the day of the contest for students to access the Zoom link and other contest materials.
- AgriCast website link: <https://www.umnagricast.com/ag-comm-cde-welcome-page.html>

## Agenda

Monday, December 13, 2021	
1. Navigate to the AgriCast Ag Comm CDE Welcome page by 9:00 AM (link above)	
2. Once on the AgriCast Ag Comm CDE Welcome page, click the black button at the top of the page to join the Zoom meeting	
3. After all teams have joined the Zoom meeting, we will start the contest with a welcome, orientation and team roll call	
<b>9:00-9:15 AM</b>	Welcome, orientation, and team roll call via Zoom
<b>9:15-9:35 AM</b>	Press Conference (video played via Zoom)
<b>9:35-9:45 AM</b>	Press Conference Questions (students can ask questions via Zoom)
<i>After the press conference, students will access practicum materials on the AgriCast website. These materials will be hidden until after the press conference.</i>	
<b>10:00-11:30 AM</b>	Practicum Work Time
<b>11:30-Noon</b>	Lunch Break
<b>Noon-1:00 PM</b>	Quizzes will be available Submissions of quizzes need to be completed by 1:00 PM

## Results

Results will be shared with teachers soon after the contest concludes, and awards will be distributed during the Minnesota State FFA Convention in Spring.

## Questions?

If you have any questions during the contest, please contact Dr. Rebecca Swenson at [bolioo28@umn.edu](mailto:bolioo28@umn.edu) or 612-625-3866.

## Practicum Information

### Web Designer

**Task:** Develop a WordPress site.

**Time:** 90 minutes to complete the practicum.

**Item to turn in:** When completed, please submit the URL of your WordPress site.

**Instructions:** Use the press packet and information that was gathered in the press conference to develop a WordPress site. The objective is to communicate the press conference speaker's organization through appropriate design, navigation and use of provided photos and graphics. The designer may use the provided WordPress templates or customize the template. If you haven't created a WordPress account, [click on this link to access Wordpress](#).

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### Video Producer

**Task:** Create a 60-90 second video.

**Time:** 90 minutes to complete the practicum.

**Item to turn in:** When completed, you have two options to turn in the video:

1. Directly upload your video file
2. If you posted the video on YouTube, submit the YouTube video URL

**Instructions:** Use the selection of video clips, photos, and music and will create a 60-90 second video that promotes the client's product or service. Students will not be recording a voice track. We recommend using Adobe Premiere Pro to create the video, but other software is allowed. If you haven't created a free YouTube video, click on this [click to access YouTube](#).

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### Journalistic Writer

**Task:** Write a feature story (350 - 500 words)

**Time:** 90 minutes to complete the practicum.

**Item to turn in:** When completed, please upload a Word document of the feature story.

**Instructions:** Writers will write a 350-500 word journalistic piece based on the press packet and information that was gathered in the press conference. It should be written for an appropriate audience, have a strong focus and lead (opening paragraph) and include a headline.

**Notes:** A *feature story* is a factual story that is not hard news but is instead a more personal report about a person, event, or aspect of a major event. *Feature stories* typically appear as articles in newspapers, magazines, and other publications, but they are also frequently featured in other media, such as TV, radio, and podcasts. *Feature stories* are distinguished from hard news stories, which are straightforward, factual accounts of important happenings or events—just the facts.

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### Opinion Writer

**Task:** Write a blog post (250 - 300 words)

**Time:** 90 minutes to complete the practicum.

**Item to turn in:** When completed, please upload a Word Document of the blog post.

**Instructions:** Writers are to write a 205 - 300 word piece that takes a position and supports it with evidence based on the press packet and information that was gathered in the press conference. It should be written for an appropriate audience, have a strong focus and lead (opening paragraph) and include a headline.

**Notes:** A blog post is published information that usually entertains or educates. Bloggers often seek the attention of a target audience. That audience is seeking answers to the questions they're asking or they're simply looking for information that is entertaining to them. Good blog posts often fulfill one of the two while the best are often both educational and entertaining. Blog posts can come in many formats. They can be like a journal entry where the author writes down their thoughts on a topic.