

University of Minnesota Invitational Agricultural Communications CDE

Virtual Event: Monday, March 1, 2023 from 9:00 AM - 1:00 PM

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

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, March 1, 2023	
<ol style="list-style-type: none">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 meeting3. After all teams have joined the Zoom meeting, we will start the contest with a welcome, orientation and team roll call	
9:00-9:15 AM	Welcome, orientation, and team roll call via Zoom
9:15-9:35 AM	Press Conference
9:35-9:45 AM	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>	
10:00-11:30 AM	Practicum Work Time
11:30-Noon	Lunch Break
Noon-1:00 PM	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. Garrett Steede at gsteede@umn.edu or 601-791-0106.

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](#).

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](#).

Journalistic Writer

Task: Write a news story (350 - 500 words)

Time: 90 minutes to complete the practicum.

Item to turn in: When completed, please upload a Word document of the news 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 news story discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites). A news story can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc. Headlines can be used to focus the reader's attention on a particular (or main) part of the article. The writer should also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

Opinion Writer

Task: Write a Op-Ed (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 250 - 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: An op-ed, short for "opposite the editorial page", is a written prose piece, typically published by a North-American newspaper or magazine, which expresses the opinion of an author usually not affiliated with the publication's editorial board. Op-eds are different from both editorials (opinion pieces submitted by editorial board members) and letters to the editor (opinion pieces submitted by readers).