

February 26, 2024

Dear ANR Communications Team:

Thank you for registering for the 2024 ANR **Communications CDE**. This contest can only be successful as a result of your participation, interest and support.

The contest will be held on Friday, April 19 starting at 8:15 a.m. The contest will take place in the MSU Computer Center (450 Auditorium Rd, East Lansing, MI 488240. The session will start in room 402.

A complete schedule and short guide are available with this letter. Additional resources for this event are available on the web at: <https://michiganffa.org/awards/skills-contests/?portfolioCats=26>.

Please also be sure to review the [national resources](https://ffa.app.box.com/s/p0grr53pogn6lff1fugffk96t2hi6o36/file/1067949772942) specifically information about how to set up a Word Press account: <https://ffa.app.box.com/s/p0grr53pogn6lff1fugffk96t2hi6o36/file/1067949772942>

AP style has made some significant changes to their guidebook and it is recommended that you read this article to learn more about these changes that are not reflected in the FFA guidebook.

<https://michiganffa.org/wp-content/uploads/2020/03/Agricultural-Communications-Preparation-Guidebook.pdf>

This year's contest will continue to closely mimic the national contest, in the hopes of better preparing teams to compete at the national level, but will also help improve the employability of your students from the skills they learn. As in the past, only two teams per chapter will be allowed to compete in the contest.

Teams should consist of at least three members, one for each practicum. The practicums for 2024 are: *web design, feature story and social media plan*

All practicums will be done using PC-based software. In 2024, students will be able to use the following programs to complete the practicums: Microsoft Office: Word and PowerPoint, Adobe PDF, Internet Access to use Word Press and Qualtrics Survey. If you need an exception to bring a MAC please contact us.

Students will have computers available to use on site but may also bring their own computer with them if preferred. They will be required to use the computer to complete the required tests and the practicum. We want the practicum to be about the final product rather than the process. The files required for the contest will be provided in a google drive and a thumb drive if needed upon request. Students will be expected to save their work to the google drive and ensure the files are verified to be there before completing the competition.

To prepare Michigan's winning team for national competition, the CDE staff will be available to help the winning chapter develop a campaign throughout the summer and next fall. **Teams DO NOT need to prepare a campaign or presentation for the state competition.** All other rules and scorings will be exactly the same as those used in the National FFA CDE for broadcast, news writing, press release writing, graphic design and web design.

If you have any questions about this letter or the CDE, please contact Shelby Warner at 517-353-3175 or warner80@anr.msu.edu or Meghan Honke Seidel at honkemeg@msu.edu or 989-666.3773.

Sincerely,



Meghan Honke Seidel
Educational Program Coordinators, ANR Event Services

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