



ANR Communications Contest

Ace it in 2024

Components of the Contest

- Journalist Writers
 - Press Release
 - News Story
 - Feature Story
- Opinion Writers
 - Blog Post
 - Op-ed
 - Letter to the Editor
- Web Design
- Video Producer (National Only)
- AP Style Quiz
- Editing Quiz



Journalistic Writing – Press Release

- Target 300 to 400 words
- Page numbers in top right-hand corner
- Contact information – Top of Page
- Starts with City and State
 - i.e., East Lansing, Mich.
- End release with ###
- Lead (Pick one: who, what, when, where)
- Summary
- 1 to 2 quotes
- Additional information
- Boilerplate (basic information about the organization and where you find more information)



Journalistic – News Story

- Minimum 250 words
- Headline
- Inverted pyramid
- Include City and State
 - East Lansing, Mich. –
- Lead – direct, fun, catchy
 - (Choose One: who, what, when, where, why, how)
- Nut Graph
 - This should answer the readers questions
- Quotes
 - “I am proud to help the FFA program,” said Dave Wyrick, State FFA Association Director, “it is an incredibly rewarding program.”
- Additional supporting information
- Final paragraph ties back to lead



Journalistic Writing – Feature Story

- In-depth personal look at a topic
- Have depth and are designed to get a reaction
 - Human Interest, Profiles, Behind the Scene, Seasonal or How-To
- Not Opinion or Creative Writing – Still Factual
- Variety of Styles
 - Inner story and outer story
 - Narrative, news, narrative
 - Flashback, dramatic moment, etc.
- Typically 300-500 words
- Still must cover: who, what, why, when, where



Opinion Writing- Blog

- Post Often (Simulation – Create plan of 5-7 posts you would write about and complete one)
- Fun Headlines,
- Written in first person, create a tone that matches the way you speak
- Select a theme
- Between 200 and 300 words
- Includes pictures (2) or video
- Multiple links to sources or other information (5)
- Avoid jargon and clichés
- Invite comments, be sure to respond to comments



Sample Blogs

- <http://celestelaurent.com/>
- <http://agricultureproud.com/>
- <http://jeansboots.blogspot.com/>
- <http://proudtodairy.ning.com/profiles/blog/list?user=0dije8l9tfwzh>



Opinion Writing – Letter To Editor

- Write a piece that takes a position and support it with evidence based on the press packet and information that was gathered in the press conference. (300-500 words).
- Indicate which article or piece of information you are rebutting or supporting.
- Written for an appropriate audience
- Personalize It
- Stick to the facts and end with a call to action
- Strong focus and lead (opening paragraph)
- Include a headline
- Choose a photo to accompany your letter



Opinion Writing – Op-ed Letter

- Write a piece that takes a position and support it with evidence based on the press packet and information that was gathered in the press conference. (300-500 words).
- Indicate which article or piece of information you are rebutting or supporting.
- Written for an appropriate audience
- Personalize It
- Stick to the facts and end with a call to action
- Strong focus and lead (opening paragraph)
- Include a headline
- Choose a photo to accompany your letter

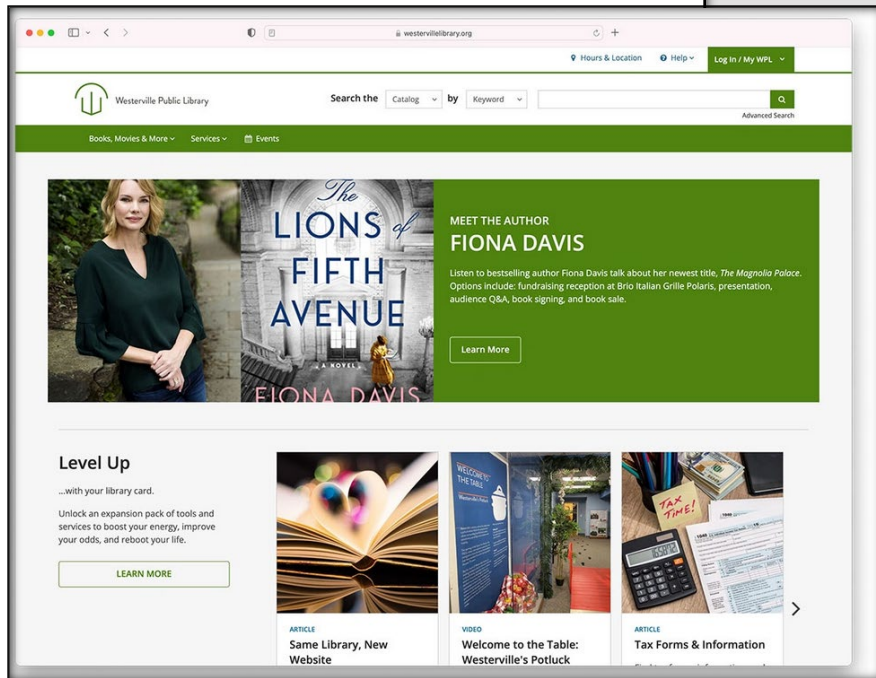


Website Details

- Develop a WordPress site
 - Communicate the press conference speaker's topic through design, navigation and use of the provided photos and graphics.
- Minimum of 3 pages - content is not required on all pages:
 - At least one page designed with look and feel – text (fake), pictures, and links
 - Must include use of at least 5 images
 - Site navigation outline – what will be the main parts of your website
 - Should have consistent headers and footers banners
 - Hyperlinks – at least 5
 - Email links
 - Contact lists
- Provide an explanation in a word document to describe your choice of pages and photos.
- How to set up a Word Press account:
 - <https://ffa.app.box.com/s/p0grr53pogn6lff1fuqffk96t2hi6o36/file/1067949772942>



Website Example



WELCOME TO RANCH HOUSE!
A FULL-SERVICE WEB & GRAPHIC DESIGN AGENCY



Electronic Media – Video

- Compile video clips, photos and music to create a story that promotes the presenters product or service
- Story should run from 60 to 90 seconds
- Convey accurate information
- Cover: who, what, when, where, why, how
 - Images should help illustrate the 5 w's and 1 h

National Level Contest Only



Video Samples & Resources

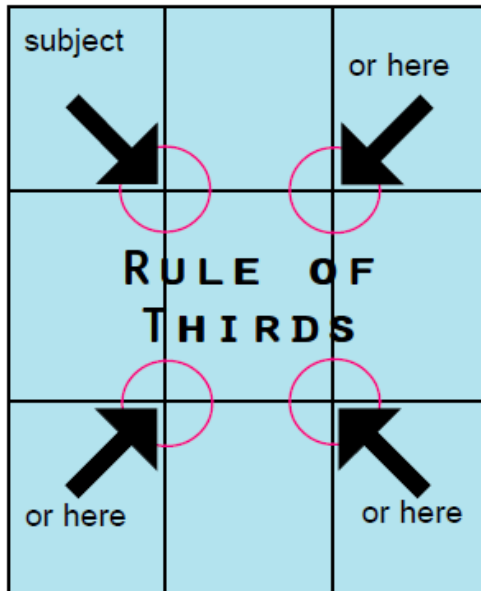
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- <https://ffa.app.box.com/s/cgq3b05537zsd5gqapttybpyt89n6b52/file/832951663535>



Photo Tips

RULE OF THIRDS

Imagine the photograph is divided into thirds horizontally and vertically. Good photo composition suggests that photo subjects should be placed at or near the intersections of these lines. Avoid placing objects directly in the center. Photos with centered subjects tend to be more static and less interesting than photos with off-centered placement.



LINES

Lines can add dynamics to photos. They usually lead into the photo and provide a path for the eye to follow to the main subject.

BALANCE

Good balance depends on the arrangement of shapes, colors or areas of light and dark that complement one another so that the photo looks balanced, not lopsided. Balance can be symmetrical or asymmetrical.

FRAMING

Frame the center of interest with objects in the foreground. Framing gives the picture a feeling of depth. Common framing elements include tree branches, buildings, shadows, etc.

SIMPLICITY

Simplify photos by selecting uncomplicated backgrounds, avoiding unrelated subjects and moving in close. For a more dynamic center of interest, place it slightly off center.

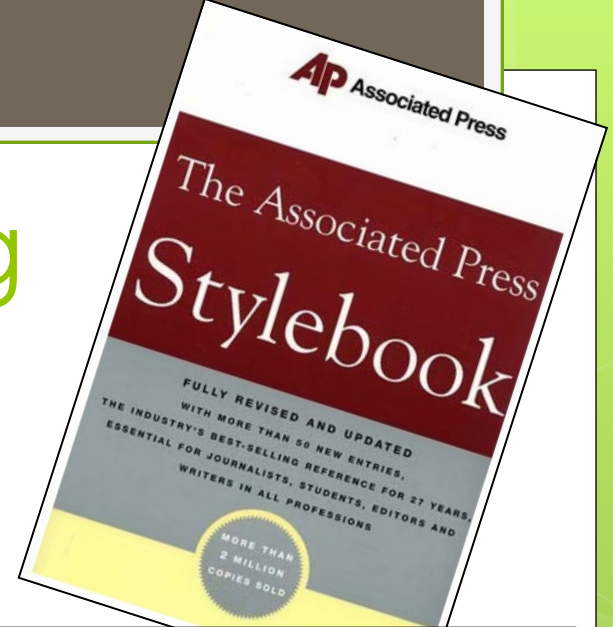


AP Style and Editing

- Capitalize only formal titles when using a name
- Do not use courtesy titles
- Spell out numbers under 10
- Write out number if starts sentence
- State abbreviations – unique

- Resources:

https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/ap_style.html



¶	TOPEKA (Kan.)--State legislators met	indent for paragraph
	ruled in favor of Jones.	paragraph
	in the museum. }	no paragraph
	The workshop allowed participants to	
	The Smith Suzie supporters rallied at	transpose
	the project could take up to fifty years	use figures
	There were 9 students in the class	spell out
	Abilene, Kansas is the hometown of	abbreviate
	traveling to the mountains of Colo.	don't abbreviate
	president bush said it was his duty to	uppercase
	Due to lack of rainfall, / There is a shortage	lowercase
	The student thanked every one for their	remove space
	a lot of time was spent completing the	insert space
	showed a decrease in January spending	retain
	However, Janet set an example for others.	insert word
	In accordance with the this law, the judge	delete

Show the correct placement of commas in the sentence.

1. FFA members participated in career development events including agricultural mechanics floriculture and agricultural communications.

Rewrite the sentence and show proper capitalization.

2. riverbend ffa president suzie smith called the meeting to order.

Abbreviate the following titles.

3. Doctor Jeff Jordan, professor of economics

4. Lieutenant Doug Daniels

5. Governor Greg Graves

6. Representative Samuel Sawin

7. Doctor Luke Lyons, veterinarian

Rewrite the following sentences show the correct use of numbers.

8. There were 3 red cars and 2 blue cars.

9. In 1998, six hundred eighty-five students transferred to the college.



Revise the sentence to avoid starting with a number.

10. 791 FFA members attended the April leadership conference in Omaha, Neb.

Show proper punctuation and quotation marks in the following sentences.

11. I am very honored to receive this award she said

12. Our chapter's success is due to the great community support we receive Riverbend FFA Advisor Tim Thompson said We appreciate all that they do for us

13. FFA members have shown that they possess the skills to be great leaders They know the value of hard work and dedicate themselves and their time to something they truly enjoy Conner County FFA President Suzanne Strunk said

Abbreviate the following state names in AP style.

Example: Michigan = Mich., *not* MI

14. Kentucky _____ 17. Maryland _____ 20. Rhode Island _____

15. Georgia _____ 18. California _____ 21. West Virginia _____

16. Illinois _____ 19. Missouri _____ 22. Pennsylvania _____

Spell out or convert into figures.

23. 155

24. Two thousand three hundred and seventy-six

25. 689,374



Circle the correct word in each sentence.

1. Shelly asked, "(Can, May) I be excused from the meeting tomorrow?"
2. How much (further, farther) is it to Dallas?
3. The snacks were divided (among, between) six students.
4. I am afraid that I will (loose, lose) the ticket before I get to the show.
5. The blue car is more expensive (than, then) the black car.

Rewrite the following sentence to show the correct grammar usage. If the sentence is correct, write a C in the blank.

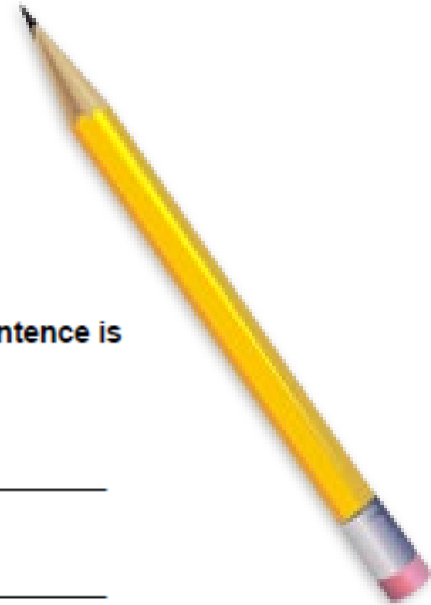
6. She spends alot of time at the recreation center.

7. The dog slipped it's collar off and ran away.

8. Their going to the circus next weekend.

9. Can you tell me where you're house is?

10. The storm is not expected to affect the Pawnee City area.



Practicums

Create something from what you learned today

- Journalistic Writing: News Story
- Opinion Writing: Blog
- Website
 - Opening Page
 - Contact Us (linked)



Questions!



Resources

- <https://www.ffa.org/participate/cdes/ag-communications/>
- https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/ap_style.html

