



ANR Communications Contest

Ace it in 2025

Key Changes

- Different Practicums – see details in later slides
- Clarifying scoring process for top 3 scores
- Students can bring own computers
 - No prepared materials on computer
- Students will sign LDE Statement of Authenticity
- Additional software available for use
 - Adobe Creative Suites
 - Adobe Express
 - Canva/ Canva Video
 - Microsoft Suite/ Google Docs Suite
 - Spotify, i-movie, Movie Maker



Components of the Contest

- Practicum Changes: 3 offered each year
 - Writing: Feature Story
 - Design: Magazine Layout
 - Electronic Media: Social Media Plan
 - Broadcast or Video Media
- Writing Mechanics Quiz
 - 1 combined quiz
 - Offered in Qualtrics



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.
- Still must cover: who, what, why, when, where



Writing – Feature Story

- Writers will write a news story for FFA New Horizons magazine using the provided materials and press conference information. It should be written for the magazine's target audience, have a strong focus and lead (opening paragraph), and include a headline.
- 350-500 words
- **Scoring:** The writers will be scored on the following criteria
 - Lead/Focus 15 points
 - Accuracy of information and quotes 15 points
 - Clarity and conciseness 10 points
 - Correct style (AP) 10 points
 - Depth of coverage 10 points
 - Header/Headline 10 points
 - Grammar, spelling, punctuation and word choice 10 points
 - Organization and format 10 points
 - Accomplishment of purpose 10 points
 - Total 100 points**



Design: Magazine Layout Design

- Designers will use the press packet and information gathered in the press conference to develop a magazine layout for FFA New Horizons using the feature story text written by the news writer. Various photos, graphics, and logos will be provided for use in these layouts. Designers may use any page layout software available (i.e., Canva, Adobe Express, InDesign, etc.) if it appropriately tells the story and represents a design in FFA New Horizons. The magazine designer must use the text written by the news writer or provided text. Layouts will be saved and submitted in a PDF for judging.
- Designers will be scored on the following criteria

a)	Overall aesthetics of design	20 points
b)	Technical skills specific to activity	20 points
c)	Use of graphic design principles	20 points
d)	Neatness and creativity	20points
e)	Choice and placement/cropping of photo(s) and graphics	20 points
g)	Total	100 points



Design Tips

- Think about typography
 - Formal, informal, turned words, bold or thin
- Create infographics to help catch attention and visually tell the story
- Think about intentional white space or lack of white space
- Select high quality images
- Consistent theme/look and feel
 - Use logos, and colors that complement your theme



Electronic Media: Social Media Plan

- Social media planners will develop posts to accompany and promote their team's magazine story. The strategy should be for a one-week flight, involve at least three social media platforms (such as Facebook, Instagram, TikTok, Twitter, Snapchat, or others), and contain a minimum of seven posts. Students may use any design software to create the posts (Canva, Adobe Express, Photoshop, Illustrator, InDesign). These are all acceptable software for this practicum but are not the only software options available. The plan must be submitted in PDF format, including screenshots, links and/or embedded images of each created post. Downloaded posts and videos may be included in the social media package



Electronic Media: Social Media Plan

- Members will be scored on the following criteria:

a)	Purpose and goals of plan	15 points
b)	Clarity and conciseness	15 points
c)	Scope of plan	15 points
d)	Posts contained within plan	15 points
e)	Timeline for plan	10 points
f)	Organization and format	15 points
g)	Grammer, spelling punctuation, and word choice	15 points
h)	Total	100 points



Electronic Media: Social Media Plan Tips

- Focus on a few key channels
- Determine your audience
- Match posts with key activities locally or nationally
- Create a cohesive theme so that it is clear the posts are connected
- Choose images or videos that tell the story
 - Add logos or branding where applicable
- Posts should encourage action
 - Click on a link to learn more, register, donate
 - Share post
- Include alt text in descriptions



Broadcast or Video Media: Broadcast Production

- Broadcasters will receive video and/or audio clips, photos, and/or music to create a 60 to 90-second story for the FFA New Horizons website. This can be a television story, online video, radio story, podcast, or slide show. This broadcast product can be used to promote readership of the story created by their team, or it can supplement what is in the written story – it is up to the team to decide the best use of these resources. Students will need to provide their own headphones and software. Spotify for Podcasters, Adobe Premiere, Express, Rush, or Audition; Canva Video; iMovie; Movie Maker; Anchor; BounceCast; or PodCastle are all acceptable software for this practicum but are not the only available software options. To be submitted for judging, broadcast productions must be exported to the student's device in a standard format, such as mp4 or mov.



Broadcast or Video Media: Broadcast Production

- Scoring:
- Use of provided materials 15 points
- Editing/continuity quality 15 points
- Audio editing/ continuity quality 15 points
- Length 5 points
- Promotional Value 20 points
- Clear, creative storytelling 30 points
- **Total 100 points**



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



Video Samples & Resources

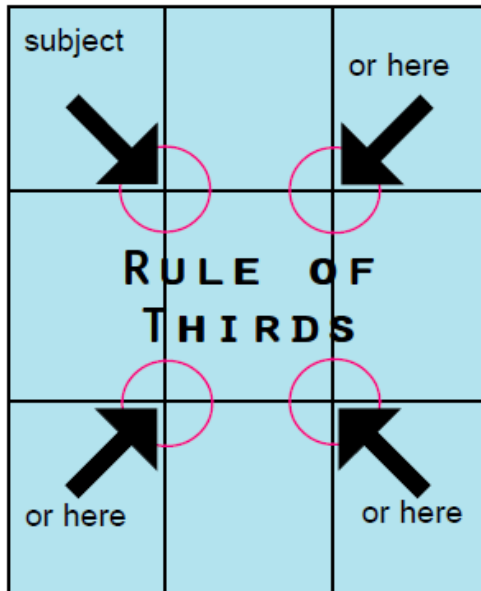
- <https://ffa.app.box.com/s/p0grr53pogn6lf1fuqffk96t2hi6o36/file/1155298380407>
- <https://ffa.app.box.com/s/cgq3b05537zd5gqapttybpyt89n6b52/file/832951663535>



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.

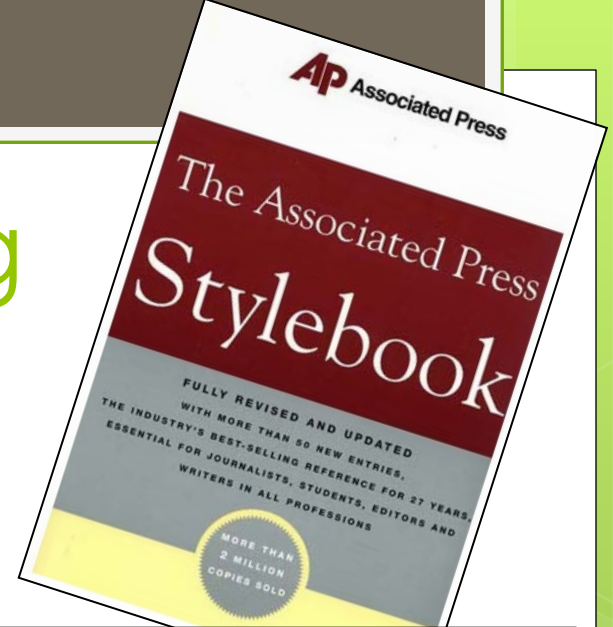


AP Style and Editing

- 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.

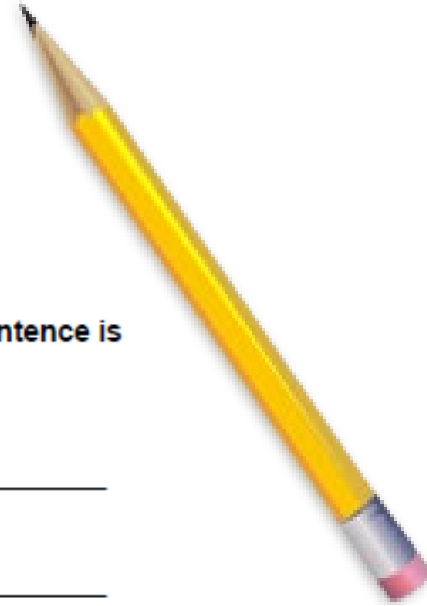
6. She spends alot of time at the recreation center.

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.



Writing Mechanics Exam Resources

- <https://ffa.app.box.com/s/p0grr53pogn6lf1fuqffk96t2hi6o36>
- https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/ap_style.html
- <https://global.oup.com/us/companion.websites/9780190200886/student/apresources/apquiz/>



Questions

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