Agriscience 2- Animal Science Spring Final 2019

Agricultural Communications Campaign

## Directions

The purpose of the agricultural communications final project is to provide individuals

with practical communications skills necessary to pursue career opportunities in agricultural

communications. Public communications about agricultural products, practices and policies are

essential to the future of agriculture.

You will have roughly 12 class periods (2 of which are block days) to complete the activities.

We will begin presentations on May 24th, 2019 and finish May 29th, 2019.

ALL WORK MUST BE SAVED TO YOUR STUDENT ACCOUNT!

# Scenario

You are a self-employed communications specialists seeking a job to help develop publicity for an animal science related organization. You have a $1,500 budget for this media plan. Your proposal will be presented to the organization in an attempt to earn a bid and the job.

### Final Project Assignments

### Designer Activity-. (50 points)

Web tools for creating graphics

Canva

Piktochart

Venngage

Easelly

Pixlr

The activity may be chosen from the following or similar to:

* Magazine page layout
* Web page layout
* Electronic publication layout
* Flier/poster

### Electronic Media Activity- (50 points)

The activity may be chosen from the following or similar to:

* Digital news broadcast
* Blog
* Social media
* Video

### Writer Activity- (50 points)

The activity may be chosen from the following or similar to:

* Press release
* News story
* Feature story

### The media plan- must include the following sections (points will be deducted for missing or incomplete sections): (100 points)

Cover page

o Must include the title of the media plan, class, student name

o May include a creative design.

Table of Contents

Executive Summary-

o Brief description of the contents of the media plan. The executive summary previews the main points of the complete plan. It allows the reader to get the main points without reading the whole document.

Helpful tip: complete this after the plan has been written.

Introduction and Overview-

o Introduction- a brief background of the issue/topic and a statement of the problem establishing the need for this media plan.

o Overview- a brief preview of what is contained in the plan and how it will benefit the client.

Audience-

o Who the client is trying to reach with the media plan.

o The demographic characteristics of the intended audience.

Strategic Plan-

o The heart of the plan, including the objectives.

o Explanation of how the objectives will be met, including justification of chosen media tactics.

o Description of how the plan will be executed.

Timeline-

o Explanation of the duration of the plan and the timing of the media tactics.

Evaluation-

o Description of proposed methods to determine if the objectives were met.

Budget -

o Table of all costs associated with implementing the media plan.

o Narratives typically will not be included with the budget table.

Conclusion-

o A final summary of key points related to the strategic plan and a statement

persuading the client that the plan is a good solution to the communication problem.

References

o Formatted and edited according to (APA).

Appendices/Examples

### Media Plan Presentation (65 points)

The student should present the media plan as if pitching it to the client identified in the scenario.

The presentation should follow the structure of the written media plan.