Agricultural Communications

Nebraska Career Development Event

Handbook and Rules for 2018-2021

1. PURPOSE

The Nebraska State Agricultural Communications CDE, is a simplified version of the national event. It includes these 2 elements:

- Team Media Plan (qualifier and counted in final team score)
- Four Individual Practicum Events during the State FFA Convention.
  - Journalistic Writing
  - Opinion Writing
  - Web Design
  - Video Production

The purpose of the Agricultural Communications Career Development Event is to provide individuals with basic communications skills necessary to take advantage of career opportunities in agricultural communications. Public communications about agricultural products, practices and policies are essential to the future of agriculture. Students who are equipped with strong communication skills and who can use a variety of media to help the public understand issues related to the agricultural industry have a bright future in the job market.
This event draws from Ag Communication curricula that contain the following elements: Strategic Communications/Integrated Multimedia Communications, Science literacy, Public Issues and Policy, Presentation strategies, News writing/editing, APA style.

AFNR Courses this CDE Aligns with: Ag Sales & Marketing, Ag Businesses, Ag Communications, Entrepreneurship, Economics & Agribusiness Management, Leadership & Ethics in Agriculture.

2. OBJECTIVES

The Agricultural Communications CDE provides an opportunity for the participant to:

- In a team effort, develop an effective media plan for a client by creatively employing elements of media planning which are referenced in the media plan proposal scorecard.
- Demonstrate listening skills by accurately capturing the speaker’s message during a press conference.
- Analyze information gathered from the press packet and conference and deliver an accurate reflection of the message to the public via selected communication channels.
- Design a website using information gathered from the press packet and conference.
- Apply correct Associated Press style conventions to the selected communication channels (Purdue OWL [https://owl.english.purdue.edu/owl](https://owl.english.purdue.edu/owl)).

For information on best practices to meet these objectives please review the “Agricultural Communications in the Classroom Guidebook” available on the National CDE website or at [https://go.unl.edu/agcommcde](https://go.unl.edu/agcommcde).

Media Plan Objectives:

- Properly select a client or situation that matches current year’s scenario.
- Properly identify client needs.
- Create strategic communications plan for a client using all the elements from the Media Plan - Scorecard to satisfy the client’s needs.
- Consider writing quality, clarity, grammar, punctuation and format.
Journalistic Writing Objectives:

- Develop a news story that accurately describes the speaker’s information.
- Examine different points of view/depth of coverage
- Use accurate writing quality, clarity, grammar, punctuation and format
- Demonstrate knowledge of AP style writing (OWL Purdue)

Opinion Writing Objectives:

- Develop an opinion editorial (op-ed) piece that describes differing points of view as well as yours.
- Describe the speaker’s point of view accurately
- Consider writing quality, clarity, grammar, punctuation and format
- Demonstrate knowledge of AP style writing (Owl Purdue)

Web Design Objectives:

- Develop a WordPress site at Wordpress.com
- Demonstrate technical skills to develop a web site that is attractive.
- Use proper design principles for web-placement of photos, graphics and text
- Demonstrate your knowledge of usability and navigation considerations.

Video Producer Objectives:

- Develop a video using “WeVideo” (See Appendix 7: WeVideo Tutorial and Appendix 8: WeVideo Practice)
- Create a 60-90 second video that promotes the client’s product or service
- Collect and organize available elements to tell a story
- Demonstrate video production and editing skills
3. ELIGIBILITY

District Qualifier Guidelines - Media Plan

Districts may choose to host their own competitions to determine their two qualifying teams; however, those teams must also submit their Media Plan to the state superintendents. Any other teams who submitted plans from said districts will also be considered for the wildcard entries. If a district decides to host their own competition, the district chairperson must notify Matt Kreifels at matt.kreifels@unl.edu no later than January 15.

Schools must complete and submit a Media Plan by **February 15** in order to qualify to compete in the State CDE. The media plan must be submitted **electronically in PDF format** to the CDE co-superintendent: jgravely2@unl.edu. A penalty of 10% will be assessed for documents received after the deadline.

The Media Plan must address the theme/scenario (see page 6) as described and meet the same criteria as the National FFA rules and will be judged using the same rubric. Refer to “Media Plan Guidelines & Requirements” in the reference section.

If Districts choose not to host their own competition, the state judging committee, organized by the CDE superintendents, will identify the top two teams per Agricultural Education District based on the Media Plan, which will qualify for the state competition. Additionally, wildcard teams will be selected to have up to 25 teams to compete at the state event.

State Eligibility Guidelines

- Teams consist of four members. Teams not having 4 members will not be allowed to participate.
- In order to compete in the Nebraska Agricultural Communications CDE teams must qualify at the district level and submit a Media Plan by February 15 (See district qualifier and media plan guidelines above).
- The practicums will consist of **four** individual events (journalistic writing, opinion writing, web design, and video production). Each team must assign a member to one of the four areas **prior** to arriving at the state event. Only the registered participant or registered alternate will be allowed to participate in each practicum.
4. REQUIRED ATTIRE

- FFA official dress is required to participate in this event.
- 10 points will be deducted from the individual score if official dress is not worn, per individual who does not wear official dress.

5. REQUIRED SUPPLIES AND EQUIPMENT

Teams must supply the following in order to compete:

- 4 pencil/pens
- 4 notebooks/paper for taking notes
- 4 laptops (see specific capabilities & software for individual practicums)
- 2 USB flash drives

6. EVENT SCHEDULE

Dates to know

January 15 - email notification to Matt Kreifels of districts hosting their own CDE.

February 15 - Media Plans due to CDE Superintendent.

State CDE Schedule

All teams compete at the same time.

Check-in: 30 minutes prior to start of CDE.

CDE Begins with the Press Conference. Teams who arrive after the Press Conference begins will not be allowed to compete.

Individual Practicums Begin 30 minutes after the Press Conference begins.
7. ANNUAL THEME/SCENARIO

Each team will act as communication consultants and develop a media plan about the topic and from the assigned delivery client. The scenario will identify a client with a communications need and a budget.

<table>
<thead>
<tr>
<th>Year</th>
<th>Topic</th>
<th>Who/What is being Promoted</th>
<th>Example of a Client</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Tell a local FFA story</td>
<td>FFA Member</td>
<td>Local Chapter</td>
</tr>
<tr>
<td>2018</td>
<td>Advocate the agriculture industry to consumers</td>
<td>Farmer/Rancher</td>
<td>Farm Organization such as Farm Bureau</td>
</tr>
<tr>
<td>2019</td>
<td>Tell a local FFA story</td>
<td>FFA Chapter</td>
<td>Local School Board or State FFA Association</td>
</tr>
<tr>
<td>2020</td>
<td>Advocate the agriculture industry to consumers</td>
<td>Commodity</td>
<td>Commodity Board</td>
</tr>
<tr>
<td>2021</td>
<td>Tell a local FFA story</td>
<td>FFA Advisor</td>
<td>Local chapter, State or National FFA Association</td>
</tr>
</tbody>
</table>
8. EVENT FORMAT

Press Conference:

The event starts with a brief orientation, where the event rules will be reviewed. Team members will be seated by practicum group. Each team member will receive a press packet of materials provided by the expert speaker.

A speaker that “fits” the scenario will be selected by the Co-Superintendents to provide the necessary information through a press conference. The speaker/expert will give a 20-minute press conference presentation about a current agricultural topic that aligns with the media plan scenario. Participants must bring their own paper and pen/pencil to take notes during the press conference. No electronic devices of any kind, including cell phones, laptop computers, tablets (e.g., iPad), and audio recorders will be allowed during this portion of the event (this rule will be strictly enforced).

Following the 20-minute presentation, the non-writer team members will be dismissed to their locations to complete their assigned practicum. After the dismissal of the Web design and Video producer team members, the writers will be involved in a 10-minute question and answer (Q & A) period with the expert/speaker. Each writer will stand to be recognized before asking his or her question. Writers may ask more than one question; however, the expert will attempt to answer questions from as many different participants as possible. Again, no electronic devices of any kind, including cell phones, laptop computers, tablets (e.g., iPad), and audio recorders will be allowed during this portion of the event (this rule will be strictly enforced). Upon completion of the 10-minute Q & A session, the writers will be dismissed to complete their practicum.

Example #1:

Teams will play a role of communication consultants and will develop a media plan for an assigned scenario which has a client and a budget of $5,000. The client in this case is a local FFA member who has a story to tell about their involvement in agriculture and FFA. The story merits communication to the public. The media plan describes how this is to be done. A FFA member will speak at the Nebraska Agricultural Communications CDE. The practicums will produce a press release, blog post, web site and a short video describing the accomplishments of the speaker.
**Example #2:**

Your Chapter’s Agricultural Communications Committee has been approached by an organization that represents farmers and ranchers, such as the Farm Bureau or a commodity board to select, promote, and/or recognize a local farmer/rancher to various media outlets regarding this person’s commitment/service to agriculture and/or innovative production techniques that increase the food supply and make it safe to eat. The organization has given your chapter a $5,000 budget. Your committee has the option to decide what is included in the promotion of this farmer or rancher. This promotion might include one of more of the following: innovative farming/ranching techniques, service/leadership in the community, overcoming a challenge, commitment to food safety or other attributes associated with the farmer/rancher. Please remember that the plan should also focus on promoting agriculture and the agricultural industry to consumers.

**Media Plan (See Appendix 3. Media Plan Scorecard)**

**Annual Media Plan Scenario: See Example 2 above for 2018.**

Teams will play the role of communications consultants. The scenario will identify a client with a communications need and a budget.

The Cover page must include the Title of the media plan, CDE name, Chapter name and Nebraska Agricultural Education District number, team member names and year.

The media plans that are submitted will also be calculated into the team’s score at the state event. All media plans (including those submitted through a district-run qualifying event) will be judged by the state judges. Scores given by state judges will be used for the state event team score. **Please remember that the plan should also focus on agricultural promotion.**

**Individual Practicums**

The individual practicum events during the State CDE will use the same scenario as the Team Media Plan. A team member is assigned to each of the following practicums. The team assigns the members PRIOR to the State CDE.

The four individual practicums are:

1. Web design - conducted annually
2. Video production - conducted annually
3. Journalistic writers - The Journalistic practicum will rotate annually through the following:
• Press release (300 – 350 words) (2017, 2020)
• News story (300 – 350 words) (2018, 2021)
• Feature story (350 – 500 words) (2019)

4. Opinion writers - Opinion writer’s practicum will rotate annually through the following:
   • A blog post (250-300 words) (2017, 2020)
   • An op-ed (500-750 words) (2018, 2021)
   • A letter to the editor (300-500 words) (2019)

**NOTE:** Internet access will **ONLY** be allowed for the web design and video production practicum participants.

**Journalistic Writing (See Appendix 4. Journalistic Writing Scorecard)**

**Elements Being Scored:**

Journalistic writers are to write a 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. The story will then be word processed by the student on a computer, printed and turned in to be scored. Documents must be Microsoft Word compatible format for printing. Participants will have 90 minutes to complete the practicum.

**Required Supplies:**

- Pencil/Pen and paper for taking notes
- Laptop with USB drive and ample battery or an AC power adapter
- Flash drive for use in printing final projects within the 90-minute time period.

**Opinion Writing (See Appendix 5. Opinion Writing Scorecard)**

**Elements Being Scored:**

Opinion writers are to 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. It should be written for an appropriate audience, have a strong focus and lead (opening paragraph) and include a headline. The story will then be word processed by the student on a computer,
printed and turned in to be scored. Documents must be Microsoft Word compatible format for printing. Participants will have 90 minutes to complete the practicum.

**Required Supplies:**

- Pencil/Pen and paper for taking notes
- Laptop with USB drive and ample battery or an AC power adapter
- Flash drive for use in printing final projects within the 90-minute time period.

**Web Design (See Appendix 6. Web Design Scorecard)**

**Elements Being Scored:** Each designer will 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. You will be given an instruction sheet to access the Wordpress development site. Each participant will have 90 minutes to complete the practicum.

**Required Supplies:**

- Pencil/Pen and paper for taking notes
- Laptop with ample battery or an AC power adapter
- Wi-Fi connection

**Practicum Submission:**

- The domain name for the WordPress site will be given to the participant by the event monitor or superintendent at the beginning of the 90-minute time period. The domain name must follow the format specified by event superintendent. Instructions on how to setup a WordPress account and the domain name will be given at the beginning of the practicum.

**Video Producer (WeVideo) (See Appendix 7. WeVideo Tutorial, Appendix 8. WeVideo Practice, and Appendix 9 Electronic Media (Video Score Card))**

**Elements Being Scored:**

Students will be given a 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. Participant will be given instructions to access video production/editing tools on
the WeVideo account online. Participants will have 90 minutes to complete the practicum. Students will need to provide own headphones. Information on how to access a free WeVideo account is available in the appendix. A paid account with more tools and capabilities will be provided during the State CDE.

**Required Supplies:**

- Pencil/Pen and paper for taking notes
- Laptop with USB drive and ample battery or an AC power adapter
  - NOTE: Computer must be able to access the internet
- Computer headphones

### 9. SCORING

**NOTE:** No electronic devices of any kind, including cell phones, laptop computers, tablets (e.g., iPad), and audio recorders will be allowed during this portion of the event. Use of these devices will result in an automatic disqualification of your team. The following represents how team and individual scores are calculated.

<table>
<thead>
<tr>
<th>Team Score Calculation</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Team Score Calculation</strong></td>
<td></td>
</tr>
<tr>
<td>• Journalistic Writer Practicum</td>
<td>100</td>
</tr>
<tr>
<td>• Opinion Writer Practicum</td>
<td>100</td>
</tr>
<tr>
<td>• Web Design Practicum</td>
<td>100</td>
</tr>
<tr>
<td>• Video Producer Practicum</td>
<td>100</td>
</tr>
<tr>
<td>• Media Plan (score from scorecard will be divided by 2 for final team score)</td>
<td>100</td>
</tr>
</tbody>
</table>
### Team Score Calculation

<table>
<thead>
<tr>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Points Possible</td>
</tr>
</tbody>
</table>

### Individual Score Calculation

<table>
<thead>
<tr>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Team Score Calculation</td>
</tr>
</tbody>
</table>

- Journalistic Writer Practicum 100
- Opinion Writer Practicum 100
- Web Design Practicum 100
- Video Producer Practicum 100

| Total Points Possible | 400 |

### 10. TIEBREAKER

Team ties will be decided based on individual practicum scores, in the following order:

1. Journalistic Writer
2. Opinion Writer
3. Web Design
4. Video Production

### 11. RESOURCE MATERIALS
• Media Plan Guidelines & Requirements:
  Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources.
  https://go.unl.edu/mediaguidelines

• Agricultural Communications in the Classroom
  https://go.unl.edu/agcommguidelines
  o Agricultural communications CDE rules and guidelines - News Writing Guidelines section (pages 24-25)
  o sample News Stories (pages 49-64) in the Editing section

• Purdue University’s Online Writing Lab (OWL)
  https://owl.english.purdue.edu/owl/
  o Associated Press Style section (Writer Practicum writing style)
    https://go.unl.edu/owlap
  o Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources
    https://go.unl.edu/owlapa

• Quick and Dirty Tips: Grammar" (Grammar Girl) https://go.unl.edu/grammargirl

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12. PAST EXAMS

This CDE has no exams. See sample media plan: https://go.unl.edu/agcommmediasample

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13. POST-CDE DEBRIEFING OPPORTUNITY

There will be no debriefing however, all scorecards are returned to the teams at the conclusion of state convention.
APPENDIX
Appendix 1. Explanation of Journalistic Writing

The main difference between either a news and feature story versus a press release is WHO writes it. The difference between a news and feature story is the depth.

Press release is written by a someone in the group or organization releasing the information. It could be announcing a new product, a new board member, growth in the releasing company. It’s an advertisement without buying the ad. Basically they send it out to as many news outlets as possible hoping to get the info out quickly and cheaply. For example, we just got one from Conagra announcing a new CEO. Journalists don’t write these, the releasing organization does. But it’s not just facts. You need a headline to grab attention, you need a lead sentence to entice the reader, and, there are very specific rules using AP style for press releases. This includes notations, how to type numbers, how it’s signed at the end. When I judge these it’s VERY obvious which kids or chapters have done a little work ahead of time. If they do a halfway reasonable job of AP style I don’t usually don’t lower their score too much. The most important part of a press release is Who, What, Where, When and Why.


News story is written by a journalist on information they got either from interviews, eye witness accounts, official statements. News stories are shorter for radio or TV use. They are time sensitive because they need to go out to the public as soon as possible. News stories also go straight to the point, deliver the facts within the first 1-2 paragraphs and are 300-500 words.

https://osu.pb.unizin.org/stratcommwriting/chapter/types-of-news-stories/

Feature story is often times a human interest piece and might be a multi part series. Used a lot for TV. One example was about the homeless in Omaha. It’s a story told from multiple perspectives.

https://www.thebalance.com/what-is-a-feature-2316029
Appendix 2. Explanation of Opinion Writing

Blog (ongoing)
A blog is a frequently updated online personal journal or diary. It is a place to express one’s personal self to the world.

http://blogbasics.com/what-is-a-blog/

Op-Ed (one-time)
The term “op-ed” means opposite the editorial. In newspapers, it describes the common placement of an op-ed piece being on the page opposite an editorial. Op-eds are designed to offer an alternate position, generally from an industry or subject-matter expert. They are offered to educate members of the public about an issue, beyond what the media outlet may have been covering independently.

https://www.dirjournal.com/articles/what-is-an-op-ed/

Letter to the Editor (one-time)
The purpose of a letter to the editor is to express individual views about a current issue. Anyone can write a letter to the editor, but generally, the composers are very passionate about particular issues.

Appendix 3. Media Plan Scorecard

Media Plan — Proposal Scorecard

<table>
<thead>
<tr>
<th>Name</th>
<th>Chapter</th>
<th>Year</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Plan Includes all Requirements</th>
<th>Possible Score</th>
<th>Team Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Cover page, titles and names on cover page, table of contents, does not exceed page limit, double spaced, one inch margins, page numbers, required headings (-1 point per missing item)</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

| Proposal is Relevant to Scenario | |
|---------------------------------| 10 |
| • Entire narrative focuses on addressing client’s specific public communication needs. | |

<table>
<thead>
<tr>
<th>Executive Summary</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Adequately explains the plan without reading the entire document.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Introduction</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Provides adequate background of the issue; clearly states the problem and need for plan; describes how the plan will benefit the client.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description of Audience</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Clearly describes (including demographics) who is targeted with the media plan.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Detailed Strategic Plan</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Clearly states objectives; explains how objectives will be met; explains why chosen mediums are appropriate to meet objectives; describes how plan will be executed.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Timeline</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Explains duration of plan and timing of media tactics.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Method of Evaluation</th>
<th>15</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Proposes methods to determine if the objectives were met.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Budget</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Explains all costs associated with implementing the media plan.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Conclusion</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Appendices</th>
<th>30</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Quality of communications documents. (Three required)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality of writing</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Grammar, spelling, punctuation, capitalization sentence structure.</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL POINTS** 200
## Appendix 4. Journalistic Writing Scorecard

### Journalistic Writing Practicum Scorecard

<table>
<thead>
<tr>
<th></th>
<th>Chapter</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>High 5–4 points</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle 3–2 points</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low 1–0 points</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weight</td>
<td>x 3</td>
<td></td>
</tr>
<tr>
<td>Total Points</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Lead/focus**
- **Accuracy of information and quotes**
- **Clarity and conciseness**
- **Correct style (AP)**
- **Depth of coverage**
- **Header/headline**
- **Grammar, spelling, punctuation and word choice**
- **Organization and format**
- **Accomplishment of purpose**

**TOTAL POINTS (100 POINTS POSSIBLE)**
## Appendix 5. Opinion Writing Scorecard

### Opinion Writing Practicum Scorecard

<table>
<thead>
<tr>
<th>Name</th>
<th>Chapter</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Possible Score</th>
<th>Member Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lead/focus</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Accuracy of information and quotes</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Clarity and conciseness</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Correct style (AP)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Takes a position that is supported with evidence</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Header/headline</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Grammar, spelling, punctuation and word choice</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Organization and format</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Accomplishment of purpose</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>
Appendix 6. Web Page Design Scorecard

# Web Page Design Practicum Scorecard

<table>
<thead>
<tr>
<th>Name</th>
<th>Chapter</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Possible Score</th>
<th>Member Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall attractiveness of site (color, font choice, readability, font size consistent)</td>
<td>20</td>
</tr>
<tr>
<td>Technical skills specific to activity</td>
<td>20</td>
</tr>
<tr>
<td>• Outlined in event specifications</td>
<td></td>
</tr>
<tr>
<td>Use of design principles</td>
<td>15</td>
</tr>
<tr>
<td>Neatness and creativity</td>
<td>15</td>
</tr>
<tr>
<td>Choice and placement of photo(s) and graphic(s)</td>
<td>15</td>
</tr>
<tr>
<td>Usability and navigation of site (links work, files named properly, links show up)</td>
<td>15</td>
</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
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NATIONAL FFA CAREER AND LEADERSHIP DEVELOPMENT EVENTS HANDBOOK 2017–2021

Agricultural Communications

Nebraska Agricultural Communications CDE

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Appendix 7. WeVideo Tutorial

Before we begin
To translate, edit or save this guide to your Google Drive, select “Make a copy” from the FILE menu (see below).

Have feedback or need help?
Contact us at support@wevideo.com
Create your first video

We are so excited that you’ve joined the WeVideo family of video creators. WeVideo has lots of tools to help you tell incredible visual stories. This quick tutorial will teach you the basics of WeVideo. By the end, you’ll have a video to be proud of and the skills to make your next one!

In this tutorial you will learn:
- To browse, preview, and filter footage.
- Basic editing techniques.
- Differences between audio and video tracks.
- How to add text and transitions.
- How to add music and special effects.
- How to preview and save your video.

This tutorial will take you around 30 minutes to complete.

Get started

Make sure you are logged in to WeVideo and that you have the tutorial project open. If you need to locate the tutorial project, click on the help icon (?) on the top right corner and click on “Start tutorial”.

Get to know the WeVideo editor

We’ll create our video in the Timeline editing mode. WeVideo comes with 2 editing modes so, to make sure you have the correct one selected, click on the 3 line menu located on the top left corner of the editor. Make sure Timeline mode looks “dimmed down”, this means it is selected.

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Pro tip: If you’d like to close the tutorial project, click on “Close Editor” from the main menu or click on the WeVideo logo. Your progress will be saved automatically. If you decide to continue with the project later, click on “Start Editing” on the Help pop-up as seen in the image above.

The WeVideo editor is divided into four main areas: the Media library, the Preview window, the Timeline, and the Menu bar.

● The Media library is where you’ll find all the pieces of video footage for this demo. There are also tabs for music, transitions and other built-in elements you’ll use.
● The Preview window is where you can look at the source footage, as well as see your story as you build it.
● The Timeline is where you assemble and arrange your story.
● Additional controls and actions (like the undo and redo buttons) are found in the Menu bar.

Helpful tips
● WeVideo saves your work continuously so you don’t have to worry about saving as you go. If you want to save manually, press CMD/CTRL + S.
● When you start a new video the default name is “My video”. You can personalize the title by clicking on it on the menu bar on the top left.
● If you ever want to undo some of your work as you go along, click on the undo button located on the top right section of the menu bar.

Start to build your story
In this demo project we’ll create a visual story called “Candy Knights.” We’ve provided all the pieces you’ll need to create the video. Before you start creating the story, take a moment to identify the video footage.

Identify and sort the footage
Get to know the footage we will be working with. This will be helpful as you assemble the story.

1. In the media library locate the MEDIA tab
2. Then select the Project media folder from the folder tree.
3. To easily sort the media, click on the sort icon and select Name to sort by name.
4. All the clips begin with a number and should now be sorted in numerical order.
5. To preview the clips, click on one to select it, and then click on the play icon under the preview window.

Assemble the sequence

A sequence is a series of individual pieces of video footage that are put together in the order you want to tell your story. In our case, we will put together the footage for our main story. To create our story, we will drag and drop the clips to the Timeline. The Timeline is a linear representation of the story. As with any story, it starts with the beginning (on the left side of the timeline) and it continues horizontally until you reach the end. The Timeline contains horizontal rows known as tracks. The top tracks hold videos, photos, text and graphics. The bottom tracks are for music and sound effects. For this section of the tutorial we will add all of our clips to the track labeled Video 1.

1. In the media library, locate clip #1 called “01_Wide_Approach” and click-drag it to the beginning of the timeline (all the way to the left).
2. Then drag clip #2 directly to the right of clip #1 in the timeline. Make sure the clips touch each other.
3. Drag clip #3 to the right of clip #2.
4. To preview your story press SHIFT+ENTER.
5. To stop the preview press the SPACEBAR.
6. For now we will stop at clip #3.

Pro tip: WeVideo has many keyboard shortcuts to help you work quickly for example, by pressing on the spacebar you can start or stop the video playback. Find other shortcuts here.

Make the pieces fit together

Trim the sequence

Video footage often includes some sections that are not desired. These extra sections can be removed by trimming the clips. Don’t worry! Trimming does not permanently remove the extra bits of video. Trimming simply hides it. Trimming lets us fine-tune the beginning and end of our clips. These are also known as the In (beginning) and Out (end) points.

In our example, the action in clips #2 and #3 is supposed to match. For this to happen we need to trim the clips.

1. Select clip #2 in the timeline. You should see an orange outline around the clip. The orange outline means that the clip is active.
2. Grab the Playhead (the blue rectangle located on top of the Timeline) and move it across clip #2 in the timeline by clicking and holding your mouse button. Moving the Playhead to the left or right will let you preview the clip. We’ll use this to locate the section that you do not want.
3. Identify when the kids in the clip reach the trees and then they look between the
trees. You should see the back of their heads as they peek between the trees. Move the playhead to that location.

4. Press O on your keyboard (the "O" stands for "out"). This makes a cut and removes the end of your clip creating an Out Point. This also leaves a gap between this clip and clip #3. Don't worry, we'll fix that soon.

5. To trim the In Point (or beginning) of the next clip (Clip #3), we will use a different technique. First, make sure the clip is active by clicking on it. Then move your cursor to the edge of the clip until you see the pointer change from a hand to two arrows (see image).

6. Click the edge of the clip and hold your mouse button as you drag to the right to trim the In point of the clip. Now you know two methods that can be used when trimming clips. Choose the one that feels more comfortable to you.

7. Trim the beginning of clip #3 until you see both kids peeking between the trees.

8. To make sure we have a smooth transition between clip #2 and clip #3, we need to connect the clips. Select clip #3 and move it to the left until it touches clip #2.

9. Move the playhead to the beginning of clip #2 then press the SPACEBAR to play the sequence. You should see the backs of the kids as they look between the trees and then see their faces peek between the trees.

Multi-select and close gaps

As you continue to build your story, you’ll notice that some gaps are left behind when you trim clips. To close these we will use two features: Multi-select and Close gaps.

1. To select the clips, click on the empty track above the clips and drag until you create an outline around all of the clips in the timeline (see image). You’ll notice that as you do this a blue overlay will appear and the clips selected will have a green outline. When you release the button on your mouse, a blue outline will appear around all selected clips. This is Multi-Select.

2. Move your mouse over one clip and right-click to open the menu and select Close gaps.

3. This should move all the selected clips to the left until they connect with each other.

Pro tip: The Multi-Select feature and the contextual menus are available in different areas throughout WeVideo. For example, try using them in the Media Library.

Complete the base sequence

In order, add the rest of the video clips from the media library to the Timeline, except for the file named FinalVideo_Example. As you add the clips, preview the story. If you see that some videos require trimming, adjust them using the steps you learned above. A good rule of thumb is to start and end each clip on an action, whenever possible. For example in clip #7, trim the beginning until you see the foot on the left corner. Then preview the video, starting with clip #6, and see how the cuts from #6 to #7 work together. The edit should make it feel like the kids watch the door and then run to it as fast as they can.
Adjust the timeline
As you add more clips you might need to adjust the timeline zoom so that you can see all the clips at the same time.
Locate the timeline Zoom Control at the bottom right of the page. Zooming In shows you fewer clips. This helps when you are trimming or lining up clips. Zooming Out shows you more clips. This helps when multi-selecting and moving clips to different positions in the timeline.
Pro tip: Double-click on the blue circle in the Zoom Control to quickly see all the clips in the timeline. Zoom back in to see the clips with more detail.

Adding Music and Sound Effects
By now you should have a complete video sequence that is between 30-60 seconds long. Now we'll add music to help bring the story to life. The Project media folder includes fun sound effects, but first let’s locate a music track from the built-in WeVideo music library.

Add a music track
1. Switch to the Music tab.
2. From the list, select the folder called Premium Music. Note: Some accounts only come with a free trial version of this content.
3. In the Premium Music open the subfolder called “Suspenseful”
4. Locate the track called “Magical World”
5. Drag it below the main sequence and place it on the first music track (Audio 1). Make sure to place it at the far left, in line with the beginning of the story.
6. Preview your story by pressing SHIFT+ENTER.
7. Trim the ends of your song so that it ends just a few seconds after the video of your story ends. To do this, make sure the clip is active by clicking on it. Then move your cursor to the edge of the clip on the far right until you see the pointer change from a hand to two arrows. Click the edge of the clip and hold your mouse button as you drag to the left to trim the Out point of the clip.

Create a new track
To make your story even more interesting, we will add a second soundtrack and some sound effects. For this we will need to create two more music tracks.
1. Locate the + icon above the tracks (see image).
2. Press the + icon to open its options.
3. Select the audio option.
4. Press OK.
5. Repeat one more time.
Add sound effects

WeVideo comes with a folder full of sound effects. Let’s add a few of these to give a touch of realism to the story.

1. On the same Music tab we used above, locate the “Sound Effects” folder and open the “Nature” subfolder.
2. Locate the clip called “Summer afternoon”
3. Drag it to the second music track (Audio 2). Make sure the track starts from the beginning of the story.
4. Now switch back to the Media tab and select the Project media folder.
5. Locate the sound effects that we included in this project named “Big_body_punch_02” and “Sword_big_shing07”.
6. Drag the playhead to the location in the timeline where the sword fight begins. Then press “M” on your keyboard to add a marker in that location.
7. Drag the clip called sword_big_shing07 to the last music track (Audio 3) make sure the clip’s edge is aligned with the marker you just added (see image below for an approximate location). Don’t worry. You don’t need to place it perfectly, because we will fine tune it during the next section.
8. You should have a sequence that looks like the image below.

Create the audio mix

Having a good balance between the sound effects and the music is important to creating an enjoyable story. Usually the volume for sound effects is lower than that of music and, if there is dialogue in the clips, we want voices to be higher than any music. To make these adjustments, we will learn how to lower the volume of a track and create a “fade out” on a clip.

1. Identify the volume sliders located to the left of each audio track.
2. Using the slider, lower the volume of the second audio track (Audio 2, the one with the “Summer afternoon” SFX) to about 14%.
3. Preview a few seconds of your story and listen to the balance between the different clips.
4. Now lower the last audio track (Audio 3) to about 50%. This track has the sword sound effect.
5. Preview the video a couple of times. Adjust the clip’s placement if you need to. The goal is to match the sound effect with the action in the video. Remember that you can Zoom In, using the slide control at the bottom of the screen, to get a closer look and do more precise adjustments.

6. Now let’s focus on the actual music track. Select the clip named “Magical World”) and locate the level lines icon. It looks like a small diagonal with 2 dots, and is located just above the selected clip (see image).

7. Click on the icon to reveal the volume options (see image).

8. Click on the checkbox next to the word “Audio.” This will automatically fade in and fade out on this music clip. To close the options dialogue just click on the clip again.

9. Preview the story and listen to the levels to see if the audio mix is balanced. Repeat the steps above until you are happy with the results.

Adding the Finishing Touches

Add transitions

Transitions help move the story along from one video clip to the next. Most of our clips move seamlessly without needing a transition effect because there is an action in the video that brings them together. There are occasions, however, when adding a transition is beneficial, for example to introduce and close the story. Let’s add a transition to the first and last clip of the main sequence.

1. Switch to the Transitions tab in the media library.
2. Locate the transition called “Cross fade.”
3. Drag it on top of the beginning of the first clip in the sequence. You should see a green outline indicating that it is safe to drop.
4. Do the same with the last clip and preview the sequence.

Add text

To complete our video, let’s add an “end card.” For this, we will use one of the text graphics that are built-in to WeVideo.

1. Switch to the Text tab in the media library.
2. Locate the asset called “Text.”
3. Drag the Text clip to the video track above the main video sequence. It is labeled “Video 2.” Place the clip just after the last clip in the “Video 1” track (see image).
4. Click on the Text clip to make it active and then trim the end so that the clip is about the same length as your music (see image).
5. Double click on the clip to open the clip options. Here is where we can adjust the color, font, placement and many other formatting options.
6. Type “The End” in the text field.
7. Then select the font “Play ball” from the Font dropdown below it.
8. Align the text to the right by clicking on the alignment button.
9. Next, we will reposition the text graphic. In the preview window, locate the box that surrounds the text. Click on the box and hold as you drag it. Move the box until the words "The End" are near the bottom right corner.
10. Click Done editing to save the changes.

Preview and finalize
Now that you've done all the editing, it is time to preview the complete video and finalize it.

1. Preview the story one last time and make any changes, if desired.
2. Click FINISH on the main menu.
3. In the message box that pops up, type the title for your video.
4. Click OK.
5. Click on FINISH VIDEO on the next page to begin the process. When a video is finalized, all the elements are combined into a single file that you can download or share to social destinations. Learn more.

Note: The song named "Magical World" is available for free in all paid accounts. If you have a free account, you'll need to upgrade to FINISH VIDEO.

To close the tutorial project and go back to your account, click on the WeVideo logo or click "Close editor" on the 3 line menu.

Ready for More?
We hope you've had fun creating your first WeVideo visual story. To create your next video click on the "Create new" button in the HOME page.

This is only the beginning of what WeVideo has to offer. Get inspired by checking out our blog. You will also find more tutorials and resources on our WeVideo Academy page.

FAQ
Do I need to finish the project from start to finish?
No, you can come back to the project at any time. To locate the tutorial project, click on the help icon (?) on the top right corner and click on "Start editing".

Can I use my own photos, recordings, or media in this project?
No. We included media specific for this tutorial to help you create a story from beginning to end, while learning the basics of WeVideo. If you are ready to start capturing your own footage, exit the tutorial and click on "Create new" from the main dashboard to create your own video.
I'm a teacher, can my students finalize this project and send it to me?
Yes, they can finalize it and provide a link or download the final video. Please be aware that this is a special tutorial project. Project management in Groups and the main dashboard is not available.

Can I send you feedback or ideas for this or other tutorials?
Sure! Please send us an email to support@wevideo.com with the the subject line “Tutorial Ideas”.

Can I finalize the video on a Free account?
You can edit and explore all the WeVideo features with any account. If you want to finalize the video to keep a copy or share, you must have a paid account. The final video will count toward your export and available publish time.
Appendix 8. WeVideo Practice

We Video

Account set up
- Go to WeVideo.com
- Enter Name, email, password
- Choose “Free account” middle bottom of screen
- “Start Tutorial” button to learn basics of system
WeVideo will always save your progress.
Under WeVideo’s free version you can use the “Static Titles” and “Annotations” file folders. You can try out the other versions for free but cannot save your video with “Motion” or “Seasonal” titles.

Under the “Audio” tab you can use the “Free Music” and “Sound Effects” file folders.

“Transitions” tab has many different options to choose from. You can use from both “Standard” and Additional” file folders.

Graphics is where you can get really creative with your project. Use any file folder while signed up for the free version of We Video.
Helpful hints

- These are your short cuts for editing. They’re your best friends! Work with them as you practice!

- **Audio**: for sounds, and background music
  
  - **Video 1**: main project work station
  
  - **Video 2**: Keep this so that you can take out a clip and move it around easily without having to erase it and find it in the “Media” window.

- This will allow you to zoom in and out on the timeline. (Audio & Video section)

- Undo, Redo and Maximize editor’s screens
- When you’re done editing, click the “Finish” tab on the top left
- Name your video and click the “Finish” button bottom right of the screen

Note: Because this is practice, you do not have to save. This will save you time that you use. The time will reset at a certain time.
## Appendix 9. Electronic Media (Video Scorecard)

### Electronic Media Practicum Promotional Video Scorecard

**100 POINTS**

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<tr>
<th>Chapter</th>
<th>State</th>
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<tr>
<td>Solid promotional value</td>
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<td></td>
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<tr>
<td>Tells a story</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Use of provided materials (Used numerous clips, no repeated shots, chose appropriate clips)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Quality of video editing (no black flashes, jump cuts or other erratic movements)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Audio editing (correct volume, no clipping, correct use of natural sound)</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Stayed within time limit</td>
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**Possible Score** | **Member Score**

**TOTAL POINTS EARNED OUT OF A 100 POSSIBLE**