



TEXAS TECH UNIVERSITY

College of Agricultural Sciences & Natural Resources

Department of Animal and Food Sciences

NACTA 2013 Agricultural Communications

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Rules:

1. Each school may enter one team consisting of four (4) members.
2. There will be a two-year college division and a four-year college division. Team awards will be given separately by division.
3. The scenario for the contest will be posted on the NACTA website by 9 a.m. (CST) on March 1, 2013.
4. Teams must supply three copies of the media plan for the judges.
5. Teams must bring presentation on a thumb drive.
6. Host site will provide computer and projector. Computer will have Microsoft Office.

Agriculture-Related Media Plan

Teams will play the role of communications consultants and will develop a media plan for an assigned scenario. The scenario will identify a client with a communications need and a budget. At the contest, the team will make an oral presentation of the media plan. A media plan is a written document that describes the following:

- Objectives: What the group wants to accomplish with the media plan.
- Target Audience: Description of who the client is trying to reach, including demographic data.
- Strategic plan and tactics: Ways in which the objectives can be accomplished.
- Timeline: When the objectives will be accomplished.
- Evaluation: How the results will be measured.
- Budget: How much the plan will cost.

Guidelines for Media Plan

The media plan should be:

- A maximum of 12 typed pages not including cover page, table of contents, references or appendices.
- Double-spaced with 1" margins.
- Paginated (numbered pages not including cover page).
- 12-point Times New Roman font (not including display text or headings).
- Formatted and edited according to the Publication Manual of the American Psychological Association (APA) when citing sources.

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

- 1. Cover page**
 - a. Must include the title of the media plan, school name, 2 or 4 year division, team member names and year.
 - b. May include a creative design.
- 2. Table of Contents**
- 3. Executive Summary - 1 page maximum**
 - a. 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.
 - b. Helpful tip: complete this after the plan has been written.
- 4. Introduction and Overview - 2 pages maximum**
 - a. Introduction- a brief background of the issue/topic and a statement of the problem establishing the need for this media plan.
 - b. Overview- a brief preview of what is contained in the plan and how it will benefit the client.
- 5. Audience - 1 page maximum**
 - a. Who the client is trying to reach with the media plan.
 - b. The demographic characteristics of the intended audience.
- 6. Strategic Plan - 4 pages maximum**
 - a. The heart of the plan, including the objectives.
 - b. Key messages or themes to communicate to the audience.
 - c. Explanation of how the objectives will be met, including justification of chosen media tactics.
 - i. A minimum of three examples must be included in the appendices.
 - d. Description of how the plan will be executed.
- 7. Timeline - 1 page maximum**
 - a. Explanation of the duration of the plan and the timing of the media tactics.
- 8. Evaluation - 1 pages maximum**
 - a. Description of proposed methods to determine if the objectives were met.
- 9. Budget - 1 page maximum**
 - a. Table of all costs associated with implementing the media plan.
 - b. Narratives typically will not be included with the budget table.
- 10. Conclusion - 1 page maximum**
 - a. 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.
 - b. Not a restatement of the introduction and overview.
- 11. References**
 - a. Formatted and edited according to the Publication Manual of the American Psychological Association (APA).
- 12. Appendices/Examples**
 - a. Examples of tactics include but are not limited to social media, broadcast advertising, print advertising, press releases, fliers, brochures, website, blogging and displays.

Media Plan Presentation

- The team 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.

- Teams are encouraged to bring examples of materials that would be used in the execution of the plan (e.g. social media, broadcast advertising, print advertising, press releases, fliers, brochures, web site, blogging and displays).
- Each team member must participate in the presentation.
- Each team will be allowed 12 minutes to present its media plan to a panel of judges, who will play the role of the client.
- Following the presentation, judges will be allowed 8 minutes to ask questions.

Note: Teams may bring additional equipment for the presentation as long as they are able to set up and tear down equipment in the time allowed.

In the case of equipment failure, the team may be asked to move forward with the presentation. A back-up plan is recommended.

Scoring:

Criteria	Points Possible	Points Awarded
Media Plan Presentation <ul style="list-style-type: none"> - All team members took an active role in the presentation. - Speakers are confident and communicate articulately without hesitation. - Appropriate tone is consistent. - Speak unrehearsed with comfort and ease. - Key elements of the media plan are clearly communicated. - Strong understanding of chosen media is present. - Dress and presentation is appropriate and presentation. 	40	
Questions and Answers <ul style="list-style-type: none"> - Able to correctly respond to judges' questions. - Answers show familiarity with subject matter. - Strong knowledge base in both the agricultural scenario and communication aspects. 	10	
Media Plan <ul style="list-style-type: none"> - Complete media plan that meets the expectations outlined in the guidelines. - Well-written with no grammar, spelling or punctuation mistakes. - Examples provided are appropriate and well designed or written. 	50	
Total	100	