Agricultural Communications
Kansas Agricultural Education

Hours Completed _____ Competencies Completed _____/105
Verification Signatures:

Student: _____ Date: _____

Instructor: _____ Date: _____

Name: _____

Instructor:_____ _____School Year:_____

Key to Integrated Competencies
(CD)- Career Development
(L)- Leadership
(E) - Experienced Based
(LK) - LifeKnowledge Lessons
(LA) – Language Arts
(M) - Math
(S) – Science
(SS) – Social Science

Circle to indicate level of competency achieved:
3 - Skilled-Works Independently **2** Limited skill-Needs assistance **1** -Skill undeveloped-but received instruction **0** -No exposure

The Agricultural Communications Industry

3 2 1 0 1. Identify major changes in the agriculture industry
3 2 1 0 2. Discover the need for competent agriculture communicators (LK HS 84)
3 2 1 0 3. Identify historic events in agriculture communications (SS)
3 2 1 0 4. Predict the future of agriculture communications

Careers in the Agricultural Communications Industry

3 2 1 0 1. Identify jobs in the agriculture communications field
3 2 1 0 2. Contrast the educational requirements of various jobs in the agricultural comm. field
3 2 1 0 3. Locate universities that offer an agricultural communications degree
3 2 1 0 4. Complete a job application (E, LA)
3 2 1 0 5. Participate in a practice interview (E, LA)
3 2 1 0 6. Discuss workplace ethics (LK HS 33)
3 2 1 0 7. Differentiate between work, occupation, job and career.

Gathering the Facts

3 2 1 0 1. Identify basic research techniques (S)
3 2 1 0 2. Identify effective interviewing techniques
3 2 1 0 3. Evaluate an interview with a TV Personality
3 2 1 0 4. Perform an interview with a professional in the Ag Comm. Industry
3 2 1 0 5. Practice fast-checking techniques
3 2 1 0 6. Attribute information correctly

Writing for Agriculture

3 2 1 0 1. Describe the basics of journalism
3 2 1 0 2. Identify the ABC's of journalism (LA)
3 2 1 0 3. Write an effective press release (LA)
3 2 1 0 4. Distinguish the components of an effective news story
3 2 1 0 5. Write a feature story (LA)
3 2 1 0 6. Edit written work effectively (LA)
3 2 1 0 7. Justify the need for effective Communication
3 2 1 0 8. Distinguish between the kinds of articles
3 2 1 0 9. Write news articles for the FFA chapter (E,L)
3 2 1 0 10. Compose press releases for the FFA Chapter (E,L)

Written Communication

3 2 1 0 1. Explain the basics of written communication.
3 2 1 0 2. Write a business letters, thank you and create an e-mail. (LA)

Writing a Technical Report

3 2 1 0 1. Describe the purpose and kinds of technical reports
3 2 1 0 2. Explain the general procedures in writing a technical report
3 2 1 0 3. Identify and assess sources of Information
3 2 1 0 4. Prepare graphic materials for use in a technical report
3 2 1 0 5. Write a technical report over an
3 2 1 0 6. agricultural topic (LA)

Electronic Media

3 2 1 0 1. Examine the basic history of computer use and the Internet (SS)
3 2 1 0 2. Define, understand, and use common computer technology terms (LA)
3 2 1 0 3. Compose, organize, and edit information using a computer (LA)
3 2 1 0 4. Assess the importance of the Internet for business (CD)
3 2 1 0 5. Search effectively for Internet resources (LA)
3 2 1 0 6. Develop a Web page concept (LA,CD)
3 2 1 0 7. Demonstrate the basics of Web design.(L,CD)
3 2 1 0 8. Appraise successful selling tactics on the Internet (CD)
3 2 1 0 9. Use presentation software to design and create a presentation on an agricultural topic (E,LA)
3 2 1 0 10. Use agriculture related software/websites to research and correlate information (E,LA)
3 2 1 0 11. Use Microsoft Office (Word, Excel, PowerPoint, and Internet Explorer) to complete projects

Print Media

3 2 1 0 1. Discuss the importance of print media
3 2 1 0 2. Research and write an article for the newspaper (LA,SS)

3 2 1 0 3. Research and write an article for the newspaper
3 2 1 0 4. Prepare a chapter newsletter (CD, LA)
3 2 1 0 5. Prepare an advertisement for newspaper (E, CD, LA)

Television Media

3 2 1 0 1. Discuss the role of TV media
3 2 1 0 2. Develop a script for a news report (E)
3 2 1 0 3. Film a news report or broadcast to be
3 2 1 0 4. viewed by class (SS)
3 2 1 0 5. Develop and film a TV commercial (E, CD, LA)

Photography

3 2 1 0 1. Discuss the importance of photography to agricultural communications
3 2 1 0 2. Compare and Contrast film and digital cameras (LA)
3 2 1 0 3. Explain the basics of traditional film
3 2 1 0 4. Examine the basics of digital film
3 2 1 0 5. Understand the basic rules of camera Exposure
3 2 1 0 6. Analyze the three basic rules of photography (CD)
3 2 1 0 7. Explain tips for taking better photos (CD)
3 2 1 0 8. Effectively illustrate a story (CD)

Public Speaking

3 2 1 0 1. Plan and prepare public speeches (LA, LK HS 86))
3 2 1 0 2. Identify steps in preparing extemporaneous speeches (LA)
3 2 1 0 3. Understand the role of a spokesperson
3 2 1 0 4. Answer impromptu questioning (LA)
3 2 1 0 5. Assemble illustrated talks (LA)
3 2 1 0 6. Present a 3-8 minute speech to the class (LA)
3 2 1 0 7. Differentiate between different types of speeches. (LA)

Page Layout

3 2 1 0 1. Cite the basic layout considerations
3 2 1 0 2. Compare effective layouts and non-effective layouts
3 2 1 0 3. Layout pages using accepted design Techniques
3 2 1 0 4. Utilize software as an electronic darkroom

FFA Opportunities

3 2 1 0 1. Research and present a 6-8 minute speech on an agricultural topic.(LA)
3 2 1 0 2. Complete the National FFA Organization scholarship application.
3 2 1 0 3. Serve on a POA committee.(E)
3 2 1 0 4. Create a FFA recruitment strategy based on specific needs and interests of the target audience.
3 2 1 0 5. Design a plan to recruit and involve key partners in the FFA.
3 2 1 0 6. Participate in at least one activity above the chapter level.
3 2 1 0 7. Assist in the planning of at least one local chapter activity.

SAE

3 2 1 0 1. Maintain records on income and expense.
3 2 1 0 2. Complete a cash flow statement.
3 2 1 0 3. Complete year end records.
3 2 1 0 4. Complete a SAE packet.
3 2 1 0 5. Complete a proficiency award application.

Work Place Skills

Computer Literacy

3 2 1 0 1. Define, understand and use common computer technology terminology.
3 2 1 0 2. Compose, organize, and edit financial records using a computer.
3 2 1 0 3. Use functions to store, query, retrieve, and sort data.
3 2 1 0 4. Use presentation and multimedia software to design/create and variety of presentations.
3 2 1 0 5. Access, navigate, and use on-line services.
3 2 1 0 6. Apply ethical considerations to the operation and management of information systems common to the FFA organization.

Listening Skills

1. Follows oral instructions:
3 2 1 0 a. Listen for and identify key words.
3 2 1 0 b. Listen for words that identify a procedure.
3 2 1 0 c. Listen for steps or actions to be performed.
3 2 1 0 d. Listen for clues regarding the order or sequence in which a task is performed.

3 2 1 0 2. Distinguish fact, opinion, and inference in oral communication.
3 2 1 0 3. Interpret nonverbal cues (eye contact, posture, gestures).
3 2 1 0 4. Analyze a speaker's point of view.
3 2 1 0 5. Draw conclusions or make generalizations from another's oral communication.
3 2 1 0 6. Restate or paraphrase a conversation to confirm what was said.
3 2 1 0 7. Reduce barriers (or interference) that may impede effective listening.

Oral Communications

3 2 1 0 1. Organize notes and ideas for formal, semiformal, and informal presentations.
3 2 1 0 2. Prepare and deliver a presentation appropriate to subject matter, purpose, and audience.
3 2 1 0 3. Use interviewing techniques to gather information.