



Communications Plan

Upon completion of the press conference, teams will work at their designated team workstation and will have **three hours** to complete all four practicum elements for judging. **All students will be instructed when they may begin working with their team to ensure equal time for all participants.** Please wait for the room monitor to tell you to begin before writing.

Each team will work together to complete the provided communications plan document. Each team will be provided with a fillable-form PDF document with guiding questions to be answered by the team. The focus of their responses should be as if they were presenting this document to their client – *FFA New Horizons* – to explain the practicum elements they created.

Creating the communications plan should be a collaborative effort involving all team members. The communications plan will address the following points:

1. Provide an overview of the communications efforts
2. Define the central theme or controlling idea of practicum elements
3. Pose the main question or narrative inquiry
4. Specify the intended call to action
5. Explain the rationale and goal of the feature story, its relevance to the audience, and its alignment with the mission of *FFA New Horizons* magazine
6. Explain the rationale and goal of the magazine layout, its relevance to the audience, and its alignment with the mission of *FFA New Horizons* magazine
7. Explain the rationale and goal of the broadcast production piece, its relevance to the audience, and its alignment with the mission of *FFA New Horizons* magazine
8. Explain the rationale and goal of the social media plan, its relevance to the audience, and its alignment with the mission of *FFA New Horizons* magazine

Judging will be based on the written responses and justifications provided by the team on each guided question, written communication, accuracy, organization, style, and grammar. See judging rubric below.

Saving Your Communications Plan

- Be sure to save your work early and often to YOUR computer.
- Save your file using your **state name as the filename** (e.g., *Hawaii.pdf*). Please do not use your chapter name or your name in the filename!

Submitting Your Communications Plan for Judging

All communications plans will be submitted through Google Classroom as a PDF file.

Communications Plan Scorecard

100 POINTS

INDICATOR	Very strong evidence of skill 5–4 points	Moderate evidence of skill 3–2 points	Weak evidence of skill 1–0 points	Points Earned	Weight	Total Score
Overview	<ul style="list-style-type: none"> Overview of communications package and created components is concise, precise, and clearly explained. Created components are logical and relevant to the package. 	<ul style="list-style-type: none"> Overview of communications package and created components need clarification at times. Created components are effective but need more relevance or thought. 	<ul style="list-style-type: none"> The overview of the communications package and created components is not clearly explained. Created components are sometimes confusing or leave questions about their relevance. 		x2	
Central Theme or Controlling Idea	<ul style="list-style-type: none"> The central theme or controlling idea is clearly defined and is concise, precise, and clearly explained. 	<ul style="list-style-type: none"> The central theme or controlling idea is mostly defined but needs some clarification or additional details. 	<ul style="list-style-type: none"> The central theme or controlling idea is unclear, poorly defined, or confusing. 		x2	
Main Question or Narrative Inquiry	<ul style="list-style-type: none"> The main question or narrative inquiry is clearly posed and adequately guides the Communications Plan. 	<ul style="list-style-type: none"> The main question or narrative inquiry is only somewhat clear to guide the Communications Plan. 	<ul style="list-style-type: none"> The main question or narrative inquiry is missing or fails to guide the Communications Plan. 		x2	
Call To Action	<ul style="list-style-type: none"> The Communications Plan specifies a clear and appropriate intended call to action. 	<ul style="list-style-type: none"> The Communications Plan includes a call to action, but it was not specific, clear, or appropriate. 	<ul style="list-style-type: none"> The Communications Plan does not specify a clear or appropriate intended call to action. 		x2	
The following indicators reference the success of explaining the rationale and goal of the specific component, its relevance to the audience, and its alignment with the mission of FFA New Horizons magazine						
Feature Story	<ul style="list-style-type: none"> Rationale conveys the full intended message, calls to action and aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale mostly conveys the full intended message; some call to action and mostly aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale lacks a clear full intended message with little call to action and does not align to the publication’s mission. 		x3	
Magazine Layout	<ul style="list-style-type: none"> Rationale conveys the full intended message, calls to action and aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale mostly conveys the full intended message; some call to action and mostly aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale lacks a clear full intended message is unclear with little call to action and does not align to the publication’s mission. 		x3	
Broadcast Production Piece	<ul style="list-style-type: none"> Rationale conveys the full intended message, calls to action and aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale mostly conveys the full intended message; some call to action and mostly aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale lacks a clear full intended message is unclear with little call to action and does not align to the publication’s mission. 		x3	
Social Media Plan	<ul style="list-style-type: none"> Rationale conveys the full intended message, calls to action and aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale mostly conveys the full intended message; some call to action and mostly aligns to the publication’s mission. 	<ul style="list-style-type: none"> Rationale lacks a clear full intended message is unclear with little call to action and does not align to the publication’s mission. 		x3	
TOTAL POINTS OUT OF 100 POSSIBLE						