

# Ag Broadcasting

**This is a LEADERSHIP CDE.**

**2013 Chairperson: Dennis Benson, Mapleton**

## **I. Overview**

This event is intended to foster an understanding and create an interest in the field of broadcast journalism.

**This is a Sub-District, District & State Level Event.**

## **II. Rules**

The rules governing Sub-District, District and State events, in addition to those for all events, are as follows:

1. The broadcast must be five minutes in length, including the commercial. A range of 15 seconds before or after five minutes is acceptable. A one-half point per second of overtime (over 5:15) or under time (under 4:45) will be deducted from the score.
2. The participant must introduce himself/herself as farm director or reporter for radio station KFFA. If any other call letters or no call letters are used in the presentation to identify the station, five points will be deducted from the score.
3. A 28-30 second commercial will be presented in the course of the broadcast. A one-half point per second of overtime and under time will be deducted from the score.
4. The commercial must not advertise any recognized commercial products. Fictitious product or services must be advertised. Any incidental duplication of existing products or services is up to the discretion of the judges. The commercial can be written prior to the event and may be taken into the event room and used in competition. **LIVE SOUND EFFECTS ARE ALLOWED, BUT NO TAPED SOUND EFFECTS MAY BE USED FOR THE COMMERCIAL BROADCAST. NO DRUGS, TOBACCO, OR ALCOHOLIC BEVERAGES MAY BE ADVERTISED. FAILURE TO OBSERVE THESE RULES WILL RESULT IN A PARTICIPATION RATING.**
5. The timekeeper in the broadcasting room will show cards to indicate time in minutes remaining such as: (after the first minute) 4, 3, 2, 1, 30 seconds. The timekeeper will announce time consumed at the conclusion of each presentation.
6. Actual radio copy will be used as event material. The participant may cut, paste or mark on the copy at his/her will. It is the responsibility of the participant to provide pens, paper, tape, highlighter and scissors to prepare the copy. No other materials except radio commercial will be permitted.
7. All participants will be given the same material. (NOTE: Participants will be given more material than is necessary.)
8. Participants will be given 30 minutes to prepare for their broadcast in a designated preparation room. It is suggested that participants bring a watch or stopwatch to use in the prep room.
9. The participant will perform in a room alone with the exception of a timekeeper. Judges and audiences will be seated in another room and will listen to the participant via a sound system (microphone in the participant's room and a speaker in the other room). If necessary, a divider could be used to separate the participant from the judges. At the state level, the broadcast will be recorded strictly for the purpose of aiding the evaluation process of the judges.

10. The Iowa FFA Association will provide news copy for Sub-District, District, and State events.
11. The judges in each Sub-District shall designate the top two individuals to compete in the District event. The judges shall also name an alternate.
12. The judges in each District shall designate the top two individuals to compete in the State event. The judges shall also name an alternate.
13. The judges at the State level shall designate the top three individuals.

### **III. Resource Information**

### **IV. Awards**

<b><i>Sub-District:</i></b>	Chapters:	FFA Certificate	(Awarded in Chapter Packets at SDLC)
	Individuals:	FFA Certificates	(Awarded in Chapter Packets at SDLC)
<b><i>District:</i></b>	Chapters:	FFA Certificate	(Awarded in Chapter Packets at DLC)
	Individuals:	FFA Certificates	(Awarded in Chapter Packets at DLC)
<b><i>State:</i></b>	Chapters:	FFA Certificate	(Awarded in Chapter Packets at SLC)
	Individuals:	FFA Certificates	(Awarded in Chapter Packets at SLC)
	Champion Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded in Chapter Packet at SLC)
	Reserve Individual:	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded in Chapter Packet at SLC)
	3 <sup>rd</sup> Place Individual	Plaque	(Awarded on Stage at SLC)
		Cash Award	(Awarded in Chapter Packet at SLC)

**All awards subject to available sponsorship through the Iowa FFA Foundation.**

## Event Hosting Guidelines/Checklists

### **Needed Materials Checklist:**

- \_\_\_\_\_ Copies of News Copy
- \_\_\_\_\_ General Critique Forms on blue (1 copy x 3 judges x Total Number of Contestants)
- \_\_\_\_\_ Ag Broadcasting Judges Score Form on white (1 copy x 3 judges x Total Number of Contestants)
- \_\_\_\_\_ Ag Broadcasting Summary Form on yellow (1 copy)
- \_\_\_\_\_ 2 Tables for Judges
- \_\_\_\_\_ 3 Chairs for Judges
- \_\_\_\_\_ 1 Table for Contestant/Timekeeper
- \_\_\_\_\_ 2 Chairs for Contestant/Timekeeper
- \_\_\_\_\_ Microphone for Contestant in Separate Room from Judges
- \_\_\_\_\_ Speakers for Judges in Separate Room from Contestant
- \_\_\_\_\_ Set of Time Cards
- \_\_\_\_\_ Stopwatch
- \_\_\_\_\_ Pens/Pencils for Judges

### **Event Chairperson:**

**Refer to “Guiding Principles for Managing Leadership CDE’s” for specific directions.**

## **V. Scoring Rubrics/Judging Sheets**

# Judge's Score Form

## FFA Ag Broadcasting Event

Judge \_\_\_\_\_

\* Deduct 5 points if the student uses any call letters other than KFFA or fails to identify himself/herself with call letters. Deduct .5 points per second of broadcast including commercial under 4:45 or over 5:15.

\*\* Deduct 5 points if sponsor's name is used other than during the commercial. Deduct .5 points per second of commercial under 28 seconds or over 30 seconds.

\_\_\_\_\_ Sub-District of the \_\_\_\_\_ District (list)

\_\_\_\_\_ District (list)

\_\_\_\_\_ Date of Judging

	News Presentation & Event:	Delivery:	Commercial:	Deductions: *Broadcast; **Commercial	TOTAL SCORE	Gold Emblem	Silver Emblem	Bronze Emblem	Participation	Advanced to Next Level
	Program Development/ Editing	Pronunciation	Presentation							
	Gain Attention	Articulation	Voice Tone							
	Effective Use of Copy	Inflection	Originality							
	Transition Uses	Emphasis								
	Organization	Vocal Rate & Quality								
	<b>40</b>	<b>40</b>	<b>20</b>	<b>*</b> <b>**</b>	<b>100</b>					
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										

# Judge's Ag Broadcasting FFA Event Summary

This form is to be used by Event Chairperson to report results of the judging.

Judge Names:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Event: Ag Broadcasting CDE  
 \_\_\_\_\_ Sub-District of \_\_\_\_\_ District  
 District/State: \_\_\_\_\_  
 Date of Event: \_\_\_\_\_

	School P.O. (Town)	Participant Name	Use letters to indicate ratings G - S - B - P			Total Points	G = Gold	S = Silver	B = Bronze	P = Participation	Advance to Next Event
			Judge 1	Judge 2	Judge 3						
1											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

4 Minutes  
Remaining

3 Minutes  
Remaining

2 Minutes  
Remaining



**1 Minute  
Remaining**

30 Seconds  
Remaining

15 Seconds

Remaining

(Broadcast Now In Acceptable Range)