NACTA 2020

Media Plan Scenario

*AGRICULTURE-RELATED MEDIA PLAN (100 POINTS/TEAM)*

*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 national event, the team will make a pitch (oral presentation) of the media plan.*

MEDIA PLAN SCENARIO:

Your college/university agriculture program has been approached by your college/university administration to help tell the story of agriculture in your local service area. The story needs to be one that builds awareness, encourages agricultural advocacy and/or promotes college/university engagement to a diverse audience group. Your committee has the option to decide what is included in the promotion of your program. This promotion might include one or more of the following: ways the college/university has/or will promoted agricultural awareness and education, agricultural advocacy in a unique or innovative way; ways the college/university has/or will engaged in some type of community outreach program that supports the ag industry; youth development programs, and/or ways the college/university is undergoing some type of special project/initiative important to their state, regional, or local community.

The budget for your proposal is $5,000.00.