



EXAM INFORMATION

Items

39

Points

58

Prerequisites

NONE

Grade Level

9-12

Course Length

ONE YEAR

Career Cluster

AGRICULTURE, FOOD AND NATURAL
RESOURCES

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

This program prepares individuals to apply journalistic, communication, and broadcasting principles to the development, production, and transmittal of agricultural information. Includes instruction in basic journalism, broadcasting, film/video, public relations, and communication techniques; the production of technically specialized information products for agricultural audiences; and the principles of agricultural sciences and business operations needed to develop and communicate agricultural subject matter in effective ways.

EXAM BLUEPRINT

STANDARD	PERCENTAGE OF EXAM
1- Student Organizations in Agricultural Education	9%
2- Agricultural Experience in Agricultural Education	5%
3- History of Agricultural Communication	2%
4- Ethics/Trends in Agricultural Communication	7%
5- Journalistic Writing Skills	22%
6- Photography, Media, and Design Skills	14%
7- Broadcasting and Online Communication	15%
8- Public Relations and Marketing	17%
9- Careers and Employment	9%



STANDARD 1

STUDENTS WILL DEVELOP PERSONAL, LEADERSHIP, AND CAREER SKILLS THROUGH STUDENT ORGANIZATION PARTICIPATION

- Objective 1** Assess the role of student organization participation in developing personal and leadership skills.
1. Identify important personal skills and the strategies to use in developing skills.
 2. Identify important leadership skills and the role of student organization participation in developing the skills.
- Objective 2** Assess the role of student organization participation in developing career skills.
1. List and describe proficiency awards appropriate for agricultural communication.
 2. List and describe career development events appropriate for agricultural communication.
 3. Relate the importance of supervised agricultural experience to student organization achievement.
 4. Utilize student organization supervised agricultural experience participation to gain advanced degrees of student organization membership.

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL EXPLAIN THE MAINTENANCE AND EXPANSION OF SUPERVISED AGRICULTURAL EXPERIENCE AGRICULTURAL EXPERIENCE PROGRAMS

- Objective 1** Maintain and use agricultural experience records.
1. Explain how agricultural experience records are maintained from year to year.
 2. Explain how to summarize and analyze agricultural experience records.
- Objective 2** Devise long-range plans for expanding agricultural experience programs.
1. Evaluate the overall quality of a current agricultural experience and determine how to make it more productive or profitable.
 2. Explain factors that should be considered in expanding an agricultural experience program.
 3. Explain how placement and ownership agricultural experience programs may be expanded.

Standard 2 Performance Evaluation included below (Optional)

STANDARD 3

STUDENTS WILL DEFINE AND UNDERSTAND THE HISTORY OF AGRICULTURAL COMMUNICATION

- Objective 1** Define agricultural communication.
- Objective 2** Define audiences impacted by agricultural communication.
- Objective 3** Summarize the history of agricultural communication.



STANDARD 4

STUDENTS WILL DEVELOP AN UNDERSTANDING OF THE ETHICS AND TRENDS IN AGRICULTURAL COMMUNICATION

- Objective 1 Describe the role of professionalism in communication.
- Objective 2 Explain the importance of ethics in communication.

- Objective 3 Explain the legal aspects of defamation, i.e., libel, slander.
- Objective 4 Explore the publicity of agriculture in contemporary media.
- Objective 5 Provide examples and explain the role of crisis communication in agriculture.
- Objective 6 Summarize trends in agricultural communication.

Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL LEARN JOURNALISTIC WRITING SKILLS

- Objective 1 Research and gather information for a news story using appropriate methods.
- Objective 2 Interview sources for a news story using appropriate methods.
- Objective 3 Use Associated Press (AP) style to write a news story.
- Objective 4 Write a feature article.
- Objective 5 Proofread and edit a news story or feature article using AP style.

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL DEVELOP PHOTOGRAPHY, LAYOUT, AND DESIGN SKILLS TO CREATE PRINT MEDIA

- Objective 1 Design and develop a computer-generated layout for print media.
- Objective 2 Digitally photograph subjects for a news story or feature article.
- Objective 3 Select and edit photos for a news story or feature article.
- Objective 4 Write an appropriate headline and photo captions for a news story or feature article.
- Objective 5 Write and design the layout of a news story with photos for an agricultural newspaper.
- Objective 6 Write and design the layout of a feature article with photos for an agricultural magazine.
- Objective 7 Design and layout a brochure.

STANDARD 7

STUDENTS WILL EXPLORE BROADCASTING, MULTIMEDIA, AND ONLINE COMMUNICATION

- Objective 1 Describe the role of radio, television, and online broadcasting in agricultural communication.
- Objective 2 Write a news script for a radio, television, or online news broadcast.



- Objective 3 Describe and practice public speaking skills for broadcasting.
- Objective 4 Write and record a public service announcement for radio or Web broadcast.
- Objective 5 Produce (i.e., write, record, and edit) a news story for radio, television, or Web broadcast.
- Objective 6 Create online communication media including websites, news blogs, podcasts, or digital news broadcasts.

Standard 7 Performance Evaluation included below (Optional)

STANDARD 8

STUDENTS WILL ACQUIRE KNOWLEDGE ABOUT PUBLIC RELATIONS AND MARKETING

- Objective 1 Describe the role of social media in “Agvocacy” (professional communicating/educating about agriculture).
- Objective 2 Describe the importance of agricultural literacy.
- Objective 3 Explain the role media plays in agricultural literacy efforts.
- Objective 4 Write a press release.
- Objective 5 Create a media campaign to promote, advertise, or market a product or service for a client (brochures, fliers, postcards, newsletters, etc.).

Standard 8 Performance Evaluation included below (Optional)

STANDARD 9

STUDENTS WILL EXPLORE CAREERS AND EMPLOYMENT IN AGRICULTURAL COMMUNICATION

- Objective 1 Describe career opportunities in agricultural communication.

Standard 9 Performance Evaluation included below (Optional)



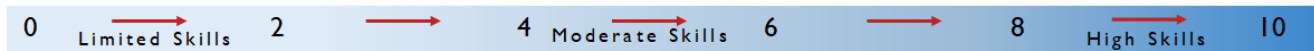
Agricultural Communications and Leadership Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Student Organization in Agricultural Education **Score:**

- Attend a student organization meeting
- Develop short and long-range leadership and personal development goals

STANDARD 2 Agricultural Experience in Agricultural Education **Score:**

- Develop short and long-range agricultural experience goals (optional)
- Record all transactions and activities on a agricultural experience in an approved record book (optional)

STANDARD 4 Ethics/Trends in Agricultural Communication **Score:**

- Identify and classify common Utah Flora and Fauna

STANDARD 5 Journalistic Writing Skills **Score:**

- Write a news story using Associated Press (AP) style

STANDARD 7 Broadcasting and Online Communication **Score:**

- Develop and carry out a broadcast
- Practice compete, and evaluate their participation in the Agricultural Communications student organization CDE (Optional)
- Write and prepare an student organization speech manuscript along APA guidelines (optional)

STANDARD 8 Public Relations and Marketing **Score:**

- Demonstrate proper parliamentary procedure in a public setting
- Write a press release

STANDARD 9 Career and Employment **Score:**

- Participate in an interview

PERFORMANCE STANDARD AVERAGE SCORE: