

Name: _____

Appendix 1: Try Something New With Your SAE

Part 1

Directions:

Read the article “Try Something New With Your SAE” in the spring/summer 2024 issue of *FFA New Horizons* and answer the questions below.

1. Color the state where the Frederick FFA Chapter is located.



2. What type of SAE did Kaitlyn Baker have?
3. FFA With Kay began with a _____, an _____ and the encouragement of her _____, Richard Stonebraker.
4. What is the title of Baker’s podcast?
5. What were the three questions Baker answers in her podcasts?
- -
 -
6. How can you add an agricultural communications component to your SAE?



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Part 2

Directions:

Before creating any agricultural communications platform, you need to develop a brand. A brand is used to separate your organization from others. Use this worksheet as a guide to create your marketing brand.

1. What platform are you going to create? (Ex. podcast, YouTube channel, social media page, news, journal article)

2. Which audiences are you primarily targeting? In other words, which audiences do you want to build a relationship with?

3. Define your brand: What is your mission or the values you want to communicate? What is your goal or vision for your brand?
 - a. Mission/Values: (a brief, broad statement about an organization's goals and how it intends to meet those goals)

 - b. Vision: (describes where an organization is going and what it will look like when it gets there)

4. Develop visual brand consistency. (Brand consistency ensures the way you present your organization and what it stands for remains the same across all your marketing platforms.)
 - a. Fonts:

 - b. Branding colors:

 - c. Logo drafts:

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Part 3

Directions:

After completing Part 2, think about how you could do an agricultural communications SAE. If you choose to do a podcast or YouTube channel, complete Option A. If you choose to do a social media account, complete Option B. If you choose to do a news or journal article, complete Option C.

Option A: Episode Pitch

1. Proposed Episode Title:

Overview

Provide a 100- to 300-word summary of your episode idea. In doing so, answer the following questions:

-What is the topic/theme of your episode?

-If your episode has subthemes or topics, list those.

-Who is your target audience?

-Why are they going to be interested in this topic?

-How will these episodes keep people engaged?

Name: _____

Format

Provide an overview of the format of your proposed episode.

-Does your episode have a set structure? If so, what will that be?

-Will your episode include additional guests? If so, who and why?

-Will your episode include additional audio (music/effects)? If so, why?

Research Learning Examples

Provide links to three podcasts or YouTube episodes that you can use as examples to learn from. For each example episode, provide a short (less than 100 words) statement as to why that example episode will help you construct your own episode. These episodes should have some elements of style or format that you wish to incorporate in your own episode.

Name: _____

Option B: Social Media Pitch

1. Proposed Social Media Name:

Overview

Provide a 100- to 300-word summary of your social media idea. In doing so, answer the following questions:

-What is the topic/theme of your account and posts?

-If your account has subthemes or topics, list those.

-Who is your target audience?

-Why are they going to be interested in this topic?

-How will these posts keep people engaged?

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Creation of social media posts with explanations.

Provide an overview of the first three posts on your proposed social media account.

- *Using a design platform (Canva, Google Slides, PowerPoint, etc.), create the graphics you will use for your social media posts.*
- *In the space provided below, please include the graphics, the content and the purpose of each post.*

Research Learning Examples

Provide links to three social media accounts that you can use as examples to learn from. For each example, provide a short (less than 100 words) statement as to why that account will help you construct your own posts. These accounts should have some elements of style or format that you wish to incorporate in your own account.

Name: _____

Option C: Article Pitch

1. Article Title:

Overview

Provide a 100- to 300-word summary of your article. In doing so, answer the following questions:

-What is a current event in the agriculture industry?

-Who is your target audience?

-Why are they going to be interested in this topic?

-How will these articles keep people engaged?

Name: _____

Format

Provide an overview of the format of your article.

-Introduction:

-Body:

1.

2.

3.

-Conclusion:

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Research Learning Examples

Provide links to three journal or news articles that you can use as examples to learn from. For each article, provide a short (less than 100 words) statement as to why that example will help you construct your own article.