

# AG COMMUNICATIONS INVITATIONAL

## Preparing for Contest

### 1. Contest Guidelines

Review the "MSU Contest Guidelines" document located on the MSU Agricultural Communications Dropbox. For national guidelines, refer to the "Ag Communications Handbook" file.

### 2. Media Plan

Review 2019 media plan scenario located on the Dropbox in the "Media Plan" folder.

Choose either the national media plan guidelines or our condensed guidelines.

Review the "Workshop Tips" document located on the Dropbox.

Create an outline and begin writing your plan. Make sure to have others edit your work! Media plans are due May 6 by 5 p.m.

### 3. Communications Quiz

Study practice tests located on the Dropbox and at the various links provided in the "Study Resources" folder.

### 4. Editing Exercise

Review the proper editing marks located on the Dropbox.

Study the Associated Press (AP) style rules specified on the "AP Study Sheet" located on the Dropbox (103 entries to know).

Study practice tests located on the Dropbox and at the various links provided in the "Study Resources" folder.

### 5. Press Conference

Review our "Press Conference Tips" document, including notetaking strategies, located on the Dropbox.

Practice by watching press conference videos on various news websites and taking notes.

### 6. Journalistic Writing

Utilize the Feature Writing lesson plan on the Dropbox under Curriculum Unit 2.

Read magazine feature articles.

Use your notes from watching a press conference video to write a feature story.

### 7. Opinion Writing

Utilize the Persuasive and Opinion Writing lesson plan on the Dropbox under Unit 2.

Read various letters to the editor.

Use your notes from watching a press conference video to write a letter to the editor.

### 8. Web Design

Learn how to use WordPress to create a basic website by reviewing wordpress.com tutorials or watching YouTube videos on WordPress basics.

Analyze various websites for effective design ideas and layouts.