



MURRAY STATE
UNIVERSITY

Hutson School of Agriculture

NACTA Judging
Conference 2019

Ag Communication Contest Scenario

Contest Director:
Dr. Alyx Shultz
(270) 809-6925
ashultz@murraystate.edu

Agriculture-Related Media Plan

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 contest, the team will make an oral presentation of the media plan. A media plan is a written document that describes the following:

- Objectives: What the group wants to accomplish with the media plan.
- Target Audience: Description of who the client is trying to reach, including demographic data.
- Strategic plan and tactics: Ways in which the objectives can be accomplished.
- Timeline: When the objectives will be accomplished.
- Evaluation: How the results will be measured.
- Budget: How much the plan will cost.

Please see the contest rules for additional information, page length and formatting requirements.

Scenario for Agriculture Communications-Related Media Plan

Hemp Inc. is a hemp oil processing plant headquartered in Murray, Kentucky that specializes in hemp oil product production. The communications need is for our new line of hemp beauty and cosmetic products.

SWOT Analysis

Strength New Product Growing Consumer Demand High markup potential Availability of raw product	Weaknesses Facebook Regulations Government Regulations Consumer misinterpretation of hemp products Lack of infrastructure within industry No Comparative Baseline for price
Opportunities Wide range of use New technology for yield increases New product line developments	Threats New Competition Natural Disasters Public Backlash New government regulations

We have budgeted \$10,000 to complete our media efforts on our new line of beauty and cosmetic products.

Scoring

Criteria	Points Possible	Points Awarded
Media Plan Presentation - All team members took an active role in the presentation. - Speakers are confident and communicate articulately without hesitation. - Appropriate tone is consistent. - Speak unrehearsed with comfort and ease. - Key elements of the media plan are clearly communicated. - Strong understanding of chosen media is present. - Dress and presentation is appropriate and presentation.	40	
Questions and Answers - Able to correctly respond to judges' questions. - Answers show familiarity with subject matter. - Strong knowledge base in both the agricultural scenario and communication aspects.	10	
Media Plan - Complete media plan that meets the expectations outlined in the guidelines. - Well-written with no grammar, spelling or punctuation mistakes. - Examples provided are appropriate and well-designed or written.	50	
Total	100	