

STATE FFA CONVENTION PUBLIC RELATIONS TEAM FFA MEMBER RESPONSIBILITIES

Want to get a “press pass” to go behind the scenes and gather, organize, document, report, and distribute convention happenings and gain hands on experience in the agricultural communications field?

The Wisconsin Association of FFA is looking for FFA members who want to serve as a member of the Wisconsin FFA State Convention Public Relations Team!

Members of the Public Relations Staff will be designated to carry out specific tasks at convention based on preference and experience. All students will be assigned to one of five focus areas.

Potential Responsibilities:

- Visual Media Team:
 - Responsible for filming, collecting, and organizing photos and videos from convention.
 - Capturing vertical and horizontal videos, along with some photos.
 - For use on Instagram, Facebook, TikTok, Snapchat, LinkedIn, and YouTube.
 - Plan with Wisconsin FFA staff, speakers, attendees, and exhibitors to film interviews and “behind the scenes” content.
 - Interviews conducted in collaboration with the Interview Team.
 - Ensure content aligns with convention’s purpose, themes, and audience interests.
 - Work closely with the Media Publishing Team to prioritize and organize content for publishing.
 - Collaborate closely with Digital Media Intern, Media Publishing Team, and Interview Team to ensure coverage of all convention activities.

- Media Publishing Team:
 - Publish content across multiple social media platforms following sessions, award announcements, daily recaps, and other key events where relevant.
 - Responsible for photo selection, video editing, and publishing live social media features and takeovers.
 - Live social media includes Instagram/Facebook/Snapchat stories and Facebook/Instagram/YouTube live broadcasts.
 - Manage the scheduling and publishing of content on social media platforms.
 - Monitor post likes, comments, and shares across all social media platforms.
 - Work closely with the Visual Media Team to prioritize and organize content for publishing.
 - Regularly look for submitted photo content from the convention website and brainstorm ways to utilize submitted content.
 - Follow the convention social media plan and all Wisconsin FFA and National FFA branding guidelines as provided by Public Relations Interns and Managers.
 - Collaborate closely with Social Media Intern, Visual Media Team and Interview Team to ensure coverage of all convention activities.

- Interview Team:
 - Conduct interviews with keynote speakers, convention attendees, state FFA officers, special guests, and stakeholders at the Wisconsin FFA State Convention.
 - Prepare questions to prompt responses that align with convention's themes and objectives with assistance from the News Media Intern.
 - Record high-quality video and audio, along with written transcripts of interviews for social media and written content.
 - Video interviews will be filmed by the Visual Media Team.
 - Coordinate interview schedules and logistics with interviewees, amongst the team, and other relevant parties.
 - Plan and produce podcast episode(s) related to convention activities.
 - Collaborate closely with News Media Intern, Digital Media Intern, Visual Media Team and Media Publishing Team to ensure coverage of all convention activities.

- Creative Writing Team:
 - Generate engaging written content that highlights fun and unique stories happening at convention.
 - Conduct relevant research to provide context and background information for written pieces.
 - Collaborate with other teams to gather content and insights for writing assignments.
 - Consult the Wisconsin FFA Media Contacts list to determine the best people to send stories to.
 - Works in collaboration with the News Media Intern to draft emails to the media for them to use the story.

- Exploratory Team
 - Gets a well-rounded experience of Wisconsin FFA State Convention Public Relations.
 - Will join each of the teams, Visual Media, Media Publishing, Interview, and Creative Writing at least one to two times throughout convention helping with some of the tasks.
 - Will collaborate with Digital Media, Social Media, and News Media Interns to coordinate schedules.

The Public Relations Team makes it possible for people all around the state of Wisconsin to gain information about students developing premier leadership, personal growth, and career success.

To apply, please fill out the application on the Wisconsin FFA website by the **indicated due date**.