

# **2016 Agricultural Communications CDE Media Plan Scenario**

*As the communications committee of your chapter you have been approached by the members of the community to help develop publicity for an innovative agricultural product launch event in your area. It can be for a regional or local business, company, group, or organization that this product launch is being developed for. Your chapter can decide what the product will be. You have a \$5,000 budget for this media plan. Be sure the plan focuses on promotion of the project.*