

**Texas FFA Association**  
**2017 Public Relations Leadership Development Event**  
**Target Audience:** Members of the Media

**Questions for Q&A Period**

1. Why is the organization no longer called the "Future Farmers of America"?
2. What is the mission and/or goals of the FFA?
3. How is the FFA different from other clubs on a high school campus?
4. What does someone have to do to become a member of the FFA?
5. What are the greatest benefits from participating in the FFA?
6. If a student has no interest in being a farmer, why should they still consider joining the FFA?
7. What benefits does having an FFA chapter bring to schools and communities?
8. How has FFA adapted and changed to stay relevant in 2017?
9. How does FFA promote and live out its mission statement?
10. How can younger or older individuals get involved with this great organization?
11. Help me understand the scope of the FFA. How big is the organization here in Texas compared to the United States as a whole?
12. If our news outlet were to highlight your specific FFA chapter, what information would you make a point to share with our audience?
13. We hear a lot about students raising animals in the FFA. Are there other projects students can have instead of livestock?
14. How does your chapter promote itself and recruit new students to join?
15. How does your organization prepare its members for college and career readiness?
16. We hear about students in FFA traveling quite a bit. What all do you do when you're not in school?
17. With rural areas in our state shrinking, how is FFA becoming relevant to suburban and urban audiences?
18. What do all the words, symbols and pins on your jacket represent?
19. How do events like this help to build your leadership and career skills?
20. What are FFA major events that take place during the year that you or your FFA chapter participate in?