

BEGINNING PREPARED PUBLIC SPEAKING

During the Prepared Public Speaking Leadership Development Event (LDE), students write and deliver a speech about a current agriculture-related topic.

Students research a topic of interest and then put together a creative, informative speech. The speech is then presented to a panel of judges, who score the student based on the speech's content, composition and delivery.

RULES AND REGULATIONS

1. **EACH CONTESTANT'S SPEECH IS TO BE THE RESULT OF THEIR OWN RESEARCH AND COMPOSITION.** It is expected that the contestant will take advantage of all available training facilities in their local school in developing their speaking ability. Facts and working data may be secured from any source and must be referenced in the bibliography.
2. Contestants who have won the right to compete in a sectional CDE must also file with the hosting district advisor:
 - a. One original and five double-spaced typewritten copies of the speech on 8-1/2" x 11" paper.
 - b. There will be a 50 point penalty for late or insufficient number of manuscripts.
3. Contestants who have won the right to compete in a state CDE must send their manuscript to the FFA State Office two weeks prior to the Friday of State Convention for manuscript scoring and questions formulation.
4. Contestants who have won the right to compete in a state CDE must also file with state staff through their Agriculture Instructor by 2pm Thursday of State Convention:
 - a. One original and twelve double-spaced typewritten copies of the speech on 8-1/2" x 11" paper.
 - b. A signed statement of originality of research and composition on form provided. (State CDE)
 - c. There will be a 50 point penalty for late or insufficient number of manuscripts. All paperwork received more than 1 hour late will receive a 0.
5. A bibliography must be included as part of the public speaker's manuscript and direct quotes from any other source of information must be marked in quotes on the manuscript and be identified in the bibliography. This applies to all contests above the chapter level. Failure to comply will result in disqualification.
6. Once all public speaking awards have been presented, no changes in the placing or awards may occur. The only exception is if plagiarism has occurred.
7. Official judges shall disqualify a contestant if they speak on a non-agricultural subject. Contestants may choose any current subject for their speeches which is of an agricultural character (nature) which may include: Agriscience and technology, agribusiness, agrimarketing, international agricultural relations, and agricultural communications.
8. Each speech shall be a minimum of three (3) minutes in length and a maximum of five (5) minutes. Deductions of 20 points per minute, or major fraction thereof, will be made from the score of each judge for speeches under 3 minutes or over 5 minutes in length. (To prevent being penalized, a contestant must speak over 2 minutes 30 seconds, and under 5 minutes 30 seconds.) (Major fraction = 30 seconds or more.) Each contestant will be allowed three (3) minutes additional time in which they will be asked questions relating to their speech.
9. Contestants shall draw for places on the program. The program chairman shall then introduce each contestant by name only, in order of drawing, and announce the speech title if desired by contestant.

10. A timekeeper shall be designated who will record the time used by each contestant in delivering their speech, noting over or under time, if any, for which deductions will be made.
11. When the contestants have finished speaking, each judge will total their score on composition and delivery for each contestant. The timekeeper's record will be used in computing the final score for each contestant. Contestants shall be ranked in numerical order on basis of the final score to be determined by each judge without consultation. The judges' ranking of each contestant then shall be added and the winner will be that contestant whose total of rankings is the lowest. Other placings shall be determined in the same manner. (Low point score method of selection.) In case of a tie, that individual who has the highest grand total score shall have prior rating.
12. Speeches are to be presented without aid of audio or visual materials except podium and/or microphones.

STATE EVENT

1. Scoring judges for the state event shall consist of five qualified persons selected by the State CDE Coordinator or their designee.
2. Judges shall also serve as questioners who read the manuscripts, formulate questions, and question each participant. Questions shall pertain directly to the speaker's subject. Questions containing two or more parts should be avoided.
3. The official timer will stand, be noticed by speaker and then sit with one minute remaining in the speech length. The official timer will also call time at the end of the question period and the speaker will stop immediately.
4. Score cards are designed to be a guide and state level judges are not required to use it.
5. The full allotted questions period will be used.
6. A written critique by the judges will be prepared for each state contestant and made available to them following the CDE.

SCORING

Manuscript Scorecard (200 points)

Manuscript Content – 100 points

1. Topic is important and appropriate (50 points)
 - a. Current topic of interest – 25 points
 - b. Topic is relevant and within the scope of identified subjects – 25 points
2. Suitability of material used (50 points)
 - a. Validity of resources – 25 points
 - b. Accuracy of content – 25 points

Manuscript Composition – 100 points

1. Organization and development of content (40 points)
 - a. Logical order and unity of thought – 20 points
 - b. Accomplishment of purpose – 20 points
2. Grammatical accuracy (35 points)
 - a. Spelling/grammar – 35 points
3. Manuscript written according to event format rule #1 (25 points)
 - a. Double-spaced, 8"x11" white bond paper, 1" margins in body of paper – 5 points
 - b. 12 point Arial or sans serif font; cover page with title, name, state and year – 5 points
 - c. APA style for references and bibliography – 15 points

Presentation Scorecard (800 points)

Oral Communication – 300 points

1. Examples – 50 points

Name: _____ Chapter: _____

Evaluation Criteria					200 possible points
	Very strong evidence skill is present	Moderate evidence skill is present	Strong evidence skill is not present	Weight	Total Score
	5-4	3-2	1-0		
Manuscript Content					100 possible points
Topic is important and appropriate					50 points
Current topic of interest	Topic is current or a strong evidence of personal involvement in the topic is expressed	Topic is dated or some evidence of personal involvement has been expressed	Topic is irrelevant for the times or is unrelated to personal involvement	X5	
Topic is relevant and within the scope identified subjects in the CDE manual	Topic addresses an issue facing the industry of agriculture	Topic addressed an issue that may show some relationship to the industry of agriculture	Topic addresses an issue that is unrelated to the industry of agriculture	X5	
Suitability of materials used					50 points
Validity of Resources	Resources are from a reputable source	Resources are from questionable sources	Resources are from unreliable sources	X5	
Accuracy of content	Manuscript reflects accurate statements from resources	Manuscript reflects some misinterpretation of resource materials	Manuscript does not reflect accurate statements based on the resources provided	X5	
Total points for this section					
Manuscript Composition					100 possible points
Organization and development of content					40 points
Logical order and unity of thought	Clearly organized and concise by remaining on target; completely focused with obvious construction and strong introduction, body, and conclusion layout.	Good organization with few statements out of place or lacking in clear construction	Little to no organization is present; sometimes awkward and lacking construction	X4	
Accomplishment of purpose	The style chosen has obviously been well thought out based on the specific audience	Most language is appropriate for the intended audience	Some language used might be confusing for some audiences	X4	
Grammatical accuracy					35 points
Spelling/grammar (sentence structure, verb agreement, etc.)	Spelling and grammar are extremely high quality with 2 or less errors in document	Spelling and grammar are adequate with 3-5 errors in the document	Spelling and grammar are less than adequate with 6 or more errors in the document	X7	
Manuscript written according to event format rule #1	5 points		0 points		25 points
Double-spaces on 8 ½ x 11 white bond paper				X1	
12 point Arial or sans serif font					
1" margins in the body of the paper				X1	
Cover page with speech title, participants name, chapter, and year					
APA style for references and bibliography				X3	
Total points for this section					
Grand total points					

Name: _____ Chapter: _____

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points Earned	Weight	Total Score
Oral Communication						
A. Example	<i>Examples are vivid, precise and clearly explained.</i> Examples are original, logical, and relevant	<i>Examples are usually concrete, sometimes needs clarification.</i> Examples are effective, but need more originality or thought.	<i>Examples are abstract or not clearly defined.</i> Examples are sometimes confusing, leaving the listeners with questions.		X10	
B. Speaking without hesitation	<i>Speaks very articulately without hesitation</i> Never has the need for unnecessary pauses or hesitation when speaking	<i>Speaks articulately, but sometimes hesitates.</i> Occasionally has the need for a long pause or moderate hesitation when speaking.	<i>Speaks articulately, but with frequent hesitates.</i> Frequently hesitates or has long, awkward pauses while speaking.		X10	
C. Tone	<i>Appropriate tone is consistent.</i> Speaks at the right pace to be clear. Pronunciation of words is very clear and intent is apparent.	<i>Appropriate tone is usually consistent.</i> Speaks at the right pace most of the time, but shows some nervousness. Pronunciation of words is usually clear, sometimes vague.	<i>Has difficulty using an appropriate tone.</i> Pace is too fast, nervous. Pronunciation of words is difficult to understand, unclear.		X10	
D. Being detail oriented	<i>Is able to stay fully detail oriented.</i> Always provides details which support the issue, is well organized.	<i>Is mostly good at being detail oriented.</i> Usually provides details which are supportive of the issue, displays good organizational skills.	<i>Has difficulty being detail oriented.</i> Sometimes overloads details that could be very beneficial to the issue, lacks organization.		X10	
E. Command of Audience	Speaker uses power of presentation to engage and captivate the audience with the message of the speech.	Speaker presents speech as more repeating of facts and speech come across as a report	Speaker bores the audience with lack of enthusiasm and power to deliver speech.		X10	
F. Content and articulate facts and issues	<i>Examples in connecting facts and issues articulating how they impact the issue locally and globally.</i> Possesses a strong knowledge base and is able to effectively articulate information regarding related facts and current issues.	<i>Sufficient in connecting facts and issues and articulating how they impact the issue locally and globally.</i> Possesses a good knowledge base and is able to, for the most part, articulate information regarding related facts and current issues.	<i>Has difficulty with connecting facts and issues and articulating how they impact the issue locally and globally.</i> Possesses some knowledge base, but is unable to articulate information regarding related facts and current issue.		X10	
Non-verbal Communication				200 possible points		
A. Attention	<i>Eye contact constantly used as an effective connection.</i> Constantly looks at the entire audience (90-100% of the time).	<i>Eye contact is mostly effective and consistent.</i> Mostly looks around the audience (60-80% of the time).	<i>Eye contact does not always allow connection with the speaker.</i> Occasionally looks at someone or groups (less than 50% of the time).		X10	
B. Mannerisms	<i>Does not have distracting mannerisms that affect effectiveness.</i> No nervous habits	<i>Sometimes has distracting mannerisms that pull from the presentation.</i> Sometimes exhibits nervous habits or ticks.	<i>Have mannerisms that pull from the effectiveness of the presentation.</i> Displays some nervous habits-fidgets or anxious ticks.		X10	
C. Gestures	<i>Gestures are purposeful and effective.</i> Hand motions are expressive and used to emphasize talking points. Great posture (confident) with positive body language.	<i>Usually uses purposeful gestures.</i> Hands are sometimes used to express or emphasize. Occasionally slumps; sometimes negative body language.	<i>Occasionally gestures are used effectively.</i> Hands are not used to emphasize talking points; hand motions are sometimes distracting. Lacks positive body language; slumps.		X10	
D. Well-poised	<i>Is extremely well-poised.</i> Poised and in control at all times.	<i>Usually is well-poised.</i> Poised and is in control most of the time; rarely loses composure.	<i>Isn't always well-poised.</i> Sometimes seems to lose composure.		X10	
			Total			

Name: _____ Chapter: _____

Indicators	Very strong evidence skill is present 5-4	Moderate evidence skill is present 3-2	Strong evidence skill is not present 1-0	Points Earned	Weight	Total Score
Response to Questions						300 possible points
A. Speaking unrehearsed (questions and answers)	<i>Speaks unrehearsed with comfort and ease.</i> Is able to speak quickly with organized thoughts and concise answers.	<i>Speaks unrehearsed mostly with comfort and ease, but sometimes seems nervous or unsure.</i> Is able to speak effectively, has to stop and think, and sometimes gets off focus.	<i>Shows nervousness or some unprepared when speaking unrehearsed.</i> Seems to ramble or speaks before thinking.		X10	
B. Demonstrates knowledge of topic	<i>Answer shows thorough knowledge of the subject of the speech.</i> Supporters answer with strong evidence	<i>Answer shows some knowledge of the subject.</i> Some evidence, but lacking in strength.	<i>Answer shows little knowledge of the subject.</i> Evidence is lacking to support the answer.		X50	
Total						

Instructions

- Judges are requested to prepare three brief questions for each speech. Questions shall pertain directly to the speakers' subject. Questions with two or more parts should be avoided.
- Questions should be prepared prior to the CDE, in the space provided below, and brought to the CDE in complete and legible form.
- Please phrase opinion questions carefully (How do you feel about ---, what is your opinion of ---, etc.), as scoring judges must grade on the basis of logic, facts, and soundness of answers.
- Each contestant is allowed three minutes for questions. The full three minutes should be used. The questioners (3) shall rotate in presenting their questions.

QUESTION 1. _____

JUDGE'S COMMENT: _____

QUESTION 2. _____

JUDGE'S COMMENT: _____

QUESTION 3. _____

JUDGE'S COMMENT: _____

**This form to be used for winners that will be
competing in the State Event**

**CERTIFICATION FORM
FOR
FFA BEGINNING PREPARED PUBLIC SPEAKING CONTESTANTS**

I hereby certify that my speech entitled " _____
_____ "

is the result of my own effort and ability. It is understood that I am encouraged to utilize all available training facilities of my local school in developing my speaking abilities, and that I may obtain facts and working data from any source. However, in securing information as direct quotes or phrases, specific dates, figures or other materials, such must be marked in "quotes" in manuscript and are identified in the bibliography at the end of the manuscript. Failure to do so represents plagiarism and will automatically disqualify me as a contestant.

Signature of Contestant

Date

APPROVED: _____
Agricultural Science & Technology Instructor

Date

Chapter _____

Citation Examples for Sources

Books:

- **Print books with one author:**
 - **APA citation format:**
 - Author Last name, First initial. Middle initial. (Year Published). *Title of work*. Location: Publisher.
 - **Example:**
 - Moriarty, L. (2014). *Big little lies*. New York, NY: G. P. Putnam's Sons.
- **Print books with two or more authors:**
 - **Structure:**
 - Last name, First initial. Middle initial., Last name, First initial. Middle initial., & Last name, First initial. Middle initial. (Date). *Title*. Location: Publisher.
 - **Examples:**
 - Goldin, C. D., & Katz, L. F. (2008). *The race between education and technology*. Cambridge, MA: Belknap Press of Harvard University Press.
 - Matthews, G., Smith, Y., & Knowles, G. (2009). *Disaster management in archives, libraries and museums*. Farnham, England: Ashgate.
- **Chapters in edited books:**
 - When citing a chapter in an edited book, use the following format:
 - **Structure for chapters in edited books in print:**
 - Last name of chapter author, First initial. Middle initial. (Year published). Chapter title. In First initial. Middle initial. Last name of Editor (Ed.), *Book title* (pp. xx-xx). Publishing City, State: Publisher.
 - **Example:**
 - De Abreu, B.S. (2001). The role of media literacy education within social networking and the library. In D. E. Agosto & J. Abbas (Eds.), *Teens, libraries, and social networking* (pp. 39-48). Santa Barbara, CA: ABC-CLIO.
- **Structure for chapters in edited books, found online:**
 - Last name of chapter author, First initial. Middle initial. (Year published). Chapter title. In First initial. Last name of Editor (Ed.), *Book title* E-reader version. Retrieved from <http://xxxx>
 - Include [Nook version], [Kindle version], or another type of e-reader or digital format version in brackets directly after the book's title. If you did not use a special type of medium, omit this piece from your reference.
 - **Example:**
 - Lobo, R. F. (2003). Introduction to the structural chemistry of zeolites. In S. Auerbach, K. Carrado, & P. Dutta (Eds.), *Handbook of zeolite science and technology* (pp. 65-89). Retrieved from <https://books.google.com>
- **Full versions of E-books:**
 - E-books are generally read either on a website, on an e-reader, or on a database.
 - **Structure:**
 - Author Last Name, First initial. Middle initial. (Year Published). *Title of work* [E-reader version]. <http://dx.doi.org/xxxx> or Retrieved from <http://xxxx>
 - **Example:**
 - Auster, P. (2007). *The Brooklyn follies* [Nook version]. Retrieved from <http://www.barnesandnoble.com/>
 - To cite your ebooks automatically, use the "Book" form at CitationMachine.com, click "Manual entry mode," and click the "E-book" tab. Everything will be properly formatted following APA bibliography guidelines.

Journal articles in print:

- **Structure:**
 - Author Last name, First initial. Middle initial. (Year Published). Title of article. *Title of Periodical*, Volume(Issue), page range.
- **Example:**
 - Gleditsch, N. P., Pinker, S., Thayer, B. A., Levy, J. S., & Thompson, W. R. (2013). The forum: The decline of war. *International Studies Review*, 15(3), 396-419.
- **Journal articles online:**
 - If your source is found online, but there is no DOI provided, you can include the URL instead.
 - A DOI (digital object identifier) is basically a number that links a source to its location on the Internet. This number isn't always provided, but if it is, you should include it in your citation rather than including a URL.

- Unlike previous editions, APA 6th edition does not require including a retrieval date or date accessed for online sources. A retrieval date is only necessary if the source is likely to change (ex. Wikipedia).
- **Structure:**
- Author Last name, First initial. Middle initial. (Year Published). Title of article. *Title of Periodical, Volume(Issue), page range.* <http://dx.doi.org/xxxx> or Retrieved from URL if no DOI
- **Example:**
 - Burnell, K. J., Coleman, P. G., & Hunt, N. (2010). Coping with traumatic memories: Second World War veterans' experiences of social support in relation to the narrative coherence of war memories. *Ageing and Society, 30*(1), 57-78. <http://dx.doi.org.i.ezproxy.nypl.org/10.1017/S0144686X0999016X>

Newspaper articles in print:

- **Structure:**
 - Author's Last name, First initial. Middle initial. (Year, Month Day Published). Title of article. *Title of Newspaper, page range.*
- **Example:**
 - Frost, L. (2006, September 14). First passengers ride monster jet. *The Salt Lake Tribune*, p. A2.
 - Page numbers: If the article is only one page long, use 'p.' For any articles longer than one page, use 'pp.'
 - If an article appears on non-sequential pages, separate each page number with a comma.
 - Example: pp. D4, D5, D7-D8
- **Newspaper articles found online:**
 - **Structure:**
 - Author Last name, First initial. Middle initial. (Year, Month Date Published). Title of article. *Title of Newspaper.* Retrieved from newspaper homepage URL
 - **Example:**
 - Whiteside, K. (2004, August 31). College athletes want cut of action. *USA Today.* Retrieved <http://www.usatoday.com>

Magazine articles in print:

- **Structure:**
 - Author Last Name, First initial. Middle initial. (Year, Month Published). Title of article. *Title of Magazine, Volume(Issue), page range.*
- **Example:**
 - Quammen, D. (2008, December). The man who wasn't Darwin. *National Geographic Magazine, 214*(6), 106.
- **Magazine articles found online:**
 - Magazine references include the full date, rather than just the year.
 - If the issue begins on page 1, include the issue number in parentheses. If not, only include the volume number.
 - **Structure:**
 - Author Last Name, First initial. Middle initial. (Year, Month Published). Title of article. *Title of Magazine, Volume(Issue).* Retrieved from URL
 - **Example:**
 - Pelz, W. (2018, Winter). A basket of dreams for different times. *Fleurieu Living Magazine.* Retrieved from <https://issuu.com/fleurieu-living/docs/flmwinter2018/a/126958>

Websites:

- If you're wondering how to cite a website in APA, use the structure below.
- **Structure:**
 - Author Last Name, First initial. (Year, Month Date Published). Title of webpage. Retrieved from URL
- **Example of an APA format website:**
 - Austerlitz, S. (2015, March 3). How long can a spinoff like 'Better Call Saul' last? Retrieved from <http://fivethirtyeight.com/features/how-long-can-a-spinoff-like-better-call-saul-last/>
- Keep in mind that not all information found on a website follows the structure above. If you're looking at a video on YouTube, refer to the 'YouTube Video' section. If you're citing a newspaper article found online, refer to 'Newspapers Found Online' section. An APA website citation is strictly for web pages that do not fit better with one of the other categories on this page.

Blogs:

- **APA format:**

- Last name, First initial. Middle initial. (Year, Month, Date of blog post). Title of blog post [Blog post]. Retrieved from URL
- **Example:**
 - McClintock Miller, S. (2014, January 28). EasyBib joins the Rainbow Loom project as we dive into research with the third graders [Blog post]. Retrieved from <http://vanmeterlibraryvoice.blogspot.com>

Images found online:

- **APA citation format:**
 - Creator's Last name. F. M. (Year published). *Title of image* [Format]. Retrieved from URL
 - In the brackets, describe the type of image to help the reader better understand the source. Was it a [Painting], [Photograph], [Sculpture], or [Drawing]? Believe it or not, even a [Meme] can be used in research projects!
- **Example:**
 - Chang, H. (2019). *Young dancers perform the Blossoming Flowers Chinese Folk Dance during the 2019 Colorado Chinese New Year celebration at Citypoint Church in Denver* [Photograph]. Retrieved from <https://www.denverpost.com/2019/02/05/chinese-new-year-celebration-photos/>

TV and radio broadcasts:

- **Structure:**
 - Writer Last Name, First initial. Middle initial. (Writer), & Director Last Name, First initial. (Director). (Year aired). Title of episode [Television or Radio series episode]. In First initial. Producer's Last name (Executive producer), *TV or Radio series name*. City, State of original channel: Channel.
- **Example:**
 - Lin, K. (Writer), & Coles, J. D. (Director). (2014). Chapter 18 [Television series episode]. In Bays, C. (Executive producer), *House of cards*. Washington, D.C.: Netflix.

Films:

- **Structure:**
 - Producer Last Name, First initial. Middle initial. (Producer), & Director Last Name, First initial. Middle initial. (Director). (Year Released). *Title of film* [Motion picture]. Country of origin: Studio.
- **Example:**
 - Kurtz, G. (Producer), & Kershner, I. (Director). (1980). *The emperor strikes back* [Motion picture]. United States: 20th Century Fox.

Interviews

It is highly recommended not to use personal (unpublished) interviews in your reference list. Instead, this type of source should be formatted as an in-text citation.

In-text citation APA example:

- **Structure:** (Interviewee First initial., Last Name, personal communication, Date Interviewed)
- **Example:** (D. Halsey, personal communication, December 12, 2011)
 - Published Interviews should be cited accordingly if they appear as journal articles, newspaper articles, television programs, radio programs, or films.
 - If your instructor requires an APA style citation in the reference list, use the following structure:
 - **Structure:**
 - Last Name, First initial. Middle initial. of Individual being interviewed (Year, Month Day Interviewed). Interview by F. I. Last name [Format of interview].
 - **Example:**
 - Halsey, D. (2011, December 12). Interview by S. L. Ferguson [In-person].
 - If, however, you're using a published interview, rather than a personal interview, follow the structure for the specific source type. For example, if you read the interview in a magazine, use the magazine structure. If you read it on a website, use the website structure. .

Songs & musical recordings found online

**Note: If the name of the songwriter is the same as the name of the recording artist, leave out the bracketed information located after the name of the song.*

- **Structure:**
 - Last name, First initial. Middle initial. of Songwriter. (Year created). Song title [Recorded by First initial. Middle initial. Last name of the performer's name or the name of the band]. On *Album title* [Medium]. Retrieved from URL
- **Example:**

- Hedfors, A., Ingrosso, S., & Angello, S. (2012). Greyhound [Recorded by Swedish House Mafia]. On *Until now* [Audio file]. Retrieved from <https://open.spotify.com/track/0Vffa12jwQknRrxpECYHsF>

Doctoral dissertations & Master's theses found on a database:

- **APA format:**
 - Last name, First initial. Middle initial. (Year published). *Title of dissertation or thesis* (Doctoral dissertation or Master's thesis). Retrieved from Name of database. (Accession or Order No. xxxxxxx).
- **Example:**
 - English, L. S. (2014). *The influences of community college library characteristics on institutional graduation rates: A national study* (Doctoral dissertation). Retrieved from American Doctoral Dissertations. (37CDD15DF659E63F).
 - If you found the dissertation or thesis on a website, instead of a database, include the URL at the end of the reference. Do not include the name of the website and the accession or order number.
- **Example:**
 - Obá, M. (2015). *Adsorption selectivity of cations in constrained environments* (Master's thesis). Retrieved from https://opencommons.uconn.edu/gs_theses/781/
 - The Citation Machine form for dissertations and theses that will automatically cite this source type for you.
- **Research Reports:**
 - You'll generally come across two types of research reports: those that are found in peer-reviewed journals and those that aren't. If you're attempting to create a reference for a research article or case study found in a peer-reviewed journal, follow the directions in the "Journal articles" section above.
 - Research reports that aren't peer-reviewed and are not formally published in a journal fall under the *gray literature* umbrella. *Gray literature* is information that is published by an organization that doesn't mainly publish information. It's not their primary objective. In addition, these groups often do not seek to gain profit from administering and dispersing their research.
 - A non-profit group sharing a research study into the habits of their donors, a government agency posting an environmental study, or a teacher's union sharing an end of year research report are a few examples of research reports that fall under this category.
- **Structure:**
 - Author Last Name, First initial. Middle initial. (Year published). *Title of research report* (Report no.) [Format, if an explanation is necessary]. Retrieved from Company or Organization name website: URL
 - Notes: * If the publisher and author are the same, use Retrieved from URL
- **Examples:**
 - Boussios, E. & O'Donoghue E. J. (2019). *Potential variability in commodity support: Agriculture risk coverage and price loss coverage programs* (Report no. 267). Retrieved from U.S. Department of Agriculture website: <https://www.ers.usda.gov/webdocs/publications/93604/err-267.pdf?v=2784.6>
 - Government Finance Officers Association (2019). *Infrastructure funding in the new budget environment*. Retrieved from https://www.gfoa.org/sites/default/files/InfraFunding012019_0.PDF

Audio podcasts:

- **Structure:**
 - Last name, First initial. Middle initial. (Producer). (Year, Month Day). *Title of podcast* [Audio podcast]. Retrieved from URL
- **Example:**
 - Goodwin, G. (Producer). (2016, February 11). *History extra* [Audio podcast]. Retrieved from <http://www.historyextra.com/podcasts>

YouTube videos:

- **Structure:**
 - Last name, First initial. Middle initial. [YouTube username]. (Year, Month Day of posting). *Title of YouTube video* [Video file]. Retrieved from URL
- **APA format example:**
 - Damien, M. [Marcelo Damien]. (2014, April 10). *Tiesto @ Ultra Buenos Aires 2014 (full set)* [Video file]. Retrieved from <https://youtu.be/mr4TDnROScM>

Social media:

- **Facebook posts:**
 - **Structure:**

- Facebook user's Last name, F. M. (Year, Monday Day of Post). Full text of Facebook post [Facebook status update]. Retrieved from URL
 - **Example:**
 - Gomez, S. (2018, May 18). I am at a complete loss for words watching yet another school shooting. This time in my home state of Texas. Congress continues to do absolutely nothing and it's infuriating. My thoughts are with the families of Santa Fe who were supposed to be looking forward to summer break with their loved ones. Please reach out to Everytown for Gun Safety to see what you can do to help be a part of this movement that needs to get even louder [Facebook status update]. Retrieved from <https://www.facebook.com/Selena/>
- **Twitter posts:**
 - **Structure:**
 - Account holder's Last name, F. M. [Twitter Handle]. (Year, Month Day of Post). Full text of tweet [Tweet]. Retrieved from URL
 - If the account holder's real name is unknown, only include the Twitter handle at the beginning of the reference, without any brackets.
 - **Example:**
 - Edelman, J. [Edelman11]. (2018, April 26). Nine years ago today my life changed forever. New England took a chance on a long shot and I've worked relentlessly ever since to prove that it was the right decision. Good luck to all the 2018 prospects. #Tbt #NFLDraft [Tweet]. Retrieved from <https://twitter.com/Edelman11/status/989652345922473985>
- **Instagram posts:**
 - **APA citation format:**
 - Account holder's Last name, F. M. [@Instagram handle]. (Year, Month Day). Caption [Instagram photo]. Retrieved from URL
 - **Example:**
 - Portman, N. [@natalieportman]. (2019, January 5). Many of my best experiences last year were getting to listen to and learn from so many incredible people through Time's Up. But we've only just begun. Here's to continued meaningful change in 2019. @timesupnow #timesup [Instagram photo]. Retrieved from https://www.instagram.com/p/BsRD-FBB8HI/?utm_source=igwebcopylink