North Dakota FFA
Agricultural Communications
Career Development Event

Central Cass FFA Chapter
Progressive Agriculture
Safety Day
Promotional Media Plan 2013

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Executive Summary

After our original meeting with the Cass Kids Farm Safety committee members, the Central Cass FFA Chapter has developed two objectives for the media plan: the first to increase participation in this safety day by 50% from 2011 to 2013 and the 2nd being to gain more sponsorship for this day. To meet these objectives we will use three media strategies that we believe will promote the Progressive Agricultural Safety Day sponsored by Cass Kids Farm Safety to its greatest potential.

The first media strategy will be to produce a radio commercial that incorporates the importance of safety in rural areas for our youth and encourages participation in the safety day for 2013. This commercial will be aired daily the week of May 28\textsuperscript{th} to June 3\textsuperscript{rd} on three different radio stations. The total cost for this will be $525.

The second media strategy will be to use printed media to raise awareness for the event by targeting local businesses, schools, and community groups with flyers, registration forms, portable sign placement, and advertising in local newspapers. The total cost for printed media will be $2905.30.

The third media strategy will be to use social media and set-up a Facebook page and Twitter account. The Facebook page will remain active year-round and the Twitter account will be activated on May 6\textsuperscript{th} and deactivated on June 19\textsuperscript{th}. There will be no cost for the social media.

Overview

According to the United States Department of Agriculture there were 2.2 million farms in the United States in 2012, with 31,600 of those being in North Dakota. Agriculture is the nations largest employer and there is a very good possibility that in the lifetime of a person they will live on or visit a farm. It is crucial that people understand the importance of farm/recreational safety
and take precautions to prevent accidents. The Centers for Disease Control and Prevention report that in 2009 16,100 youth ages 20 and under were injured on farms and of those 3,400 injuries were directly related to farm work. The Progressive Agricultural Safety Day is committed to informing children ages 5-11 about common hazards related to farming and recreation. Nationally this organization was started in 1995 and through 2012 has held 4,970 safety days, with a total of 1,120,141 participants and volunteers. Educating our youth on farm safety can prevent many of these deaths and injuries. In Cass County the safety day has been held for 17 years and in 2011 (there was not one in 2012) there were 102 participants.

The Central Cass FFA Chapter has developed a media plan to promote the Progressive Agriculture Safety Day that is sponsored by Cass Kids Farm Safety. We have developed three strategies that we believe will better serve Cass County by distributing the information to a broader base of people. We first will use radio advertisements to reach a large variety of people as they go about their daily routines. Secondly, we will use printed media in a multitude of forms including portable signs, flyers, registration forms, and newspaper advertisements. Social media will be our final strategy, specifically using Facebook and Twitter.

**Audience**

In an effort to increase the public awareness of the Progressive Agriculture Safety Day, our media plan is designed to reach four main target audiences. The first being parents of children ages five to eleven who live on a production agriculture farm in Cass County. Secondly, adults who have children or know children age’s five to eleven that may visit farms in Cass County. The children themselves will be our third target audience. In an effort to gain more sponsorship and promotion of this worthy event, our final target audience will be businesses
located throughout Cass County. We hope to increase participation in this day by 50% from 2011 by simply being more visible to a wider audience.

**Strategic Plan**

The Progressive Agriculture Safety Day focuses on children ages 5-11 years old to educate them about common hazards relating to farming and recreation. The day promises to be a hands-on and interactive learning day for kids that teach them the importance of safety skills for different areas. The areas of safety included are: electrical, chemical, ATV, fire/fireworks, disabilities, tractor/power-take-off, grain, weather, ambulance/9-1-1, and basic first aid. Our media plan has two objectives: the first to increase participation in this safety day by 50% from 2011 to 2013 and the 2nd being to gain more sponsorship for this day. Keeping those objectives in mind, we have developed three media strategies to meet them. We believe these three media plan strategies will increase the participation in the Progressive Agricultural Safety Day and convey the importance of this event.

1. Radio Commercial

   Our first strategy is to contact three local radio stations of Cass County: Today’s Froggy 99.9, Bob 95 FM, and 103.9 The Truck. We will produce a radio commercial that incorporates safety statistics, hands-on examples of what will be taking place during the safety day, and registration information for the event along with contact information. Radio spots will cost approximately $25 per 30-second spot. The commercial will run May 28 through June 3rd on each radio station.
2. Printed Media

We will use printed media to raise awareness for the event by targeting local businesses, elementary schools, and community groups with flyers, registration forms, portable sign placement, and advertising in local newspapers.

*Portable Signs

We will begin with placing portable signs on the outskirts of the smaller communities in Cass County. These communities would include: Page, Hunter, Gardner, Arthur, Argusville, Amenia, Harwood, Buffalo, Casselton, Mapleton, Alice, Leonard, Davenport, and Kindred. These signs would be present for one month before the registration deadline of June 3rd.

*Registration Forms delivered to Elementary Schools

Our second printed media tactic will be to deliver registration forms to all elementary schools in Cass County, for distribution to interested children ages 5-11 through their administration and classroom teachers. One hundred forms would be mailed to each of the 26 elementary schools in Cass County.

*Posters/Flyers

Posters/flyers would be our third method of printed media. These would be distributed throughout the towns to business by mail in hopes of them being posted by the business owners. Members of our Chapter would also place posters on local boards that communities have for public events.

*Newspaper Advertisements

Our final printed media would be advertisements printed in the Fargo Forum and Cass County Reporter. A weekly quarter page ad would be placed in the Cass County Reporter for three weeks and a daily quarter page ad in the Fargo Forum for 2 days.
3. Social Media

Social media has become a routine part of everyday life and we believe it will provide an important and easy access to information about the safety day. Our first social media method will be to create a Facebook page. Facebook has 1.11 billion users and will be the quickest way for information to be distributed. This page will not only promote the safety day and it’s activities, but also provide a space for families and children to share stories that show the importance of farm safety and offer support for other families that might be going through difficult times.

Twitter will be our second social media method. We will use this account to tweet safety statistics, deadlines for pre-registration, and reminders for the time of the event. This account will be closed after the completion of the event.

Timeline

The timeline for our media plan is crucial in order to get the attendance we would like. Since our event is local, we would like to give the smaller towns with more farming residents a chance to see the information and register before the deadline of June 3rd.

May 6
- Portable Sign Placement
- Registration forms mailed to elementary schools
- Flyers mailed to local businesses
- Posters placed on community billboards
- Facebook page created
- Twitter account created

May 21
- Cass County Reporter Newspaper Advertisement
May 23 & 24  Fargo Forum Newspaper Advertisement
May 28  Cass County Reporter Newspaper Advertisement
       Radio commercials begin
June 4  Cass County Reporter Newspaper Advertisement
June 3  Registration Deadline
       Last day for Radio Commercials
June 10  Portable Signs will be removed
June 19  Progressive Agriculture Safety Day
       Twitter account deactivated

**Evaluation**

To evaluate the effectiveness of our promotional media plan we will use the following measures:

1) Our first goal was to increase the participation in this event by 50% from 2011 to 2013. We will calculate the actual percentage to see if we attained our goal. Participation in 2011 was 102 children. To reach our goal we would need 153 attendees in 2013.

2) Our second goal was to increase sponsorship for the Progressive Agricultural Safety Day. We will evaluate this goal by comparing sponsor businesses from 2011 to 2013 and determine the increase in number as well as a monetary amount.

3) Our third evaluation method will be a survey that parents and children will complete upon registration the day of the event. This survey will ask them to check the way in which they learned about the event. From compiling this information we can determine what our most effective media method was.
Conclusion

The Progressive Agriculture Safety Day that is sponsored by Cass Kids Farm Safety is an event that is designed to inform youth about potential hazards that are farm and recreation related. This event is a worthy cause and one that is important to the Central Cass FFA Chapter. Agriculture is the foundation for our organization and the backbone of this country. We believe educating our youth will not only make their world and daily activities safer, but also help them inform others of safety hazards and give them an appreciation of agriculture.

As the Central Cass FFA Chapter developed this media plan we worked around the goals of increasing participation by fifty percent and increasing sponsorship from local business. We believe the media strategies outlined will bring a greater awareness to this event. Using radio, printed media, and social media will reach the wider audience we are aiming for. By implementing this media plan, we hope that this event continues to reach the youth of Cass County.

Budget

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<th>Media Type</th>
<th>Quantity</th>
<th>Price per unit</th>
<th>Total Cost</th>
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<td>Portable Sign</td>
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<td></td>
<td><strong>3,680.30</strong></td>
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References


Examples

1. Survey
   The following survey will be given to adults as they register the attendee the day of the actual safety event. It will also be given to each participant.

Progressive Agriculture Safety Day
Sponsored by Cass Kids Farm Safety

Media Survey

The Cass Kids Farm Safety committee along with the Central Cass FFA is interested in learning how you were informed about this event. We have used a variety of media methods this year and are looking for feedback to determine which methods were most effective. Please take the time complete this survey.

1. Check all media methods that apply to how you were informed about the Progressive Agriculture Safety Day sponsored by Cass Kids Farm Safety.
   
   _____ Radio Announcement
   _____ Registration form from school
   _____ Flyer in the community
   _____ Newspaper Advertisement
   _____ Portable Sign
   _____ Facebook page
   _____ Twitter Account

2. Check the media method(s) that you believe had the most influence on your decision to register a child for this event.

   _____ Radio Announcement
   _____ Registration form from school
   _____ Flyer in the community
   _____ Newspaper Advertisement
   _____ Portable Sign
   _____ Facebook page
   _____ Twitter Account
Progressive Agriculture Safety Day
Sponsored by Cass Kids Farm Safety

Wednesday, June 19, 2013
8:30 a.m.-12:30 p.m.
Central Cass Public School
Casselton, ND

Registration Deadline: June 3, 2013
Registration fee: $5 per child/$10 per family

Safety topics:
- Electrical Safety
- ATV Safety
- Tractor/PTO Safety
- Weather Safety
- First Aid
- Fire/Fireworks Safety
- Ambulance/9-1-1
- Chemical Safety
- Disabilities
- Grain Safety

For more information contact:
Cole Rupprecht 701-241-5700  Cole.Rupprecht@ndsu.edu
3. Radio Advertisement-30 second

In the blink of an eye one’s life can change as a result of a farm or recreational related accident. Cass County youth ages 5-11 are encouraged to participate in the safety day on June 19th at the Central Cass Public School for a morning filled with hands-on interactive learning experiences about farm and recreational safety. Participants will leave that day with extensive safety knowledge, a first aid kit, and a t-shirt. Deadline for registration is June 3 and the cost is $5 per person or a maximum of $10 per family. For more information about the safety day contact the Cass County Extension Office.