Media Plan for Community Garden

Powers Lake FFA: Grace Hove, Allison Grote, Brianna Honrud, Delaney Clark, Justin Van Berkom

Ag Communications

2014
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Executive Summary

The Powers Lake FFA chapter talked about a community project for the year and decided on a community garden. Our three goals for our media plan were to create awareness about the garden, remind both FFA members and the public who use the food pantry and achieve near 100% distribution of produce harvest. To meet these objectives we will use five media strategies that we believe will create awareness.

The first strategy we used is the radio commercial, which will give people information about the garden. It will always be used for telling people when the dates for everything, and the purpose of the garden. The commercial will be aired 30 days from 6am to 7am. It will run April 30th through May 29th. The total cost will be $630.

The second strategy is a newsletter. The newsletter will be sent to FFA members and community members. Four hundred copies of the newsletter will be printed in color and mailed. The expense for this part of the plan is $1,076.

The third strategy is an outdoor billboard. We will be posting a billboard outside of Powers Lake with information about the Community Garden. The cost is $1,000 for the one month it will be posted.

The fourth strategy will be a newspaper. We will run a news release on May 7th, for free. Starting on May 7th, a half-page color advertisement will run weekly May 7th through the 28th. This advertisement cost is $550 a week.

Our final strategy is free and our exposure is limitless. Creating a website is an exciting way to reach many people.
Introduction

The Powers Lake Food Pantry has been operating for 15 years. The food pantry services 50 families a month. The pantry hasn’t been able to get fresh produce, because it is perishable, and their supplier is out of Fargo. The FFA community garden is local and will therefore be able to fulfil their perishable needs.

The garden allows FFA members to live out the “Living to Serve” part of the FFA motto. All FFA members are expected to participate in public service projects. Sometimes these projects are hard to think of on your own, so when we do group activities, everyone has opportunity.
Audience

In an effort to increase public awareness of the Powers Lake FFA Community Garden, our media plan is designed to reach two main target audiences. The first being high school students that are in FFA, and those interested in joining FFA. The second target audience is people that use the local food bank.
Strategic Plan

Objectives:

1) Our first objective is to make the project known to FFA members as well as adults who utilize the local food bank.

2) The second objective is to remind people about the garden and the fresh produce that will be available.

3) Since our garden produce is perishable, we need as close to 100% distribution at the food pantry as possible.

Key Messages:

- Opportunity to serve

- Let’s Share the Fruits of our labor
  - “Living to Serve,” is part of the National FFA Motto.
Media Tactics:

1. Radio Broadcast: Our first strategy is to contact the local radio station for Powers Lake area, KYYR. We will produce a radio broadcast that is 60 seconds and explains the garden project. Radio spots cost 21 dollars per day. We will run it for 30 days for a total cost $630. The broadcast will run April 30th through May 29th.

2. Newsletter: The newsletter is our first printed media strategy. We will have 400 newsletters mailed to FFA and community members. This is a two page newsletter printed in color and mailed through the post office. The release date is May first.

3. Billboard: Starting on May first outdoorbillboards.com will post a billboard outside of Powers Lake. The cost is 1,000 dollars and it will be up for one month.

4. Newspaper: Our newspaper strategy has two parts. We will run a news release on May 14th, with the Burke County Tribune for free in their weekly paper. Starting on May 7th, our second newspaper tactic is a half-page color advertisement that will run weekly May 7th through the 28th. This advertisement is $550 per week and will add up to $2,200 for the month.

5. Website [www.FFACommunityGarden.com]: Our website will be published and running May first. This media tool is free, and our exposure is limitless.
Timeline

The timeline for our media plan is important in order to get the attendance we need to help plant the garden. Planting a garden has to be done at a time when it is not too dry and not too wet. This has to be done in late May or early June. This is why we chose May 30. It worked best for us to plant after school got out for the summer and so we had enough time to give food to the food bank in the middle of June.

Radio Ad First Air Date
April 30

Billboard Put up
May 1

Newsletter
Sent out May 1st

Website Created
May 1

Burke County Tribune
May 7, 14, 21 and 28

Newspaper News Release
May 14

Radio Ad Last Air Date
May 29

Billboard Brought Down
May 30

Planting of Community Garden
May 30

Delivery of Food to Food Bank
June 1
Evaluation

1. Make the project known to FFA members as well as adults who utilize the food bank.
   a) We made the project known by creating a newspaper ad, newsletter, radio ad, billboard, and a website.

2. Remind people about the garden and the fresh produce that will be available.
   a) We also reminded everyone by creating a newsletter, a newspaper ad, radio ad, billboard, and a website.

3. Since our garden produce is perishable, we need as close to 100% distribution at the food pantry as possible.
   a) We achieved this goal by handing out the produce in addition to the other food people received.
## Budget

### Media Budget

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Cost</th>
<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>KYYR Radio Ad</td>
<td>60 Second Ad/ day for 30 days</td>
<td>$21/ day</td>
<td>$630</td>
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<tr>
<td>Burke County Tribune</td>
<td>½ page ad for 1 month</td>
<td>$550/ week</td>
<td>$2,200</td>
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<tr>
<td>Billboard</td>
<td>Full size billboard for 30 days</td>
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<td>Newspaper Article</td>
<td>Free</td>
<td>Free</td>
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<td>$196</td>
</tr>
<tr>
<td>Website</td>
<td>Website page</td>
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</table>

Total Budget: $4,906
**Conclusion**

The Powers Lake Community Garden is an event to help youth learn about helping the community and learning about gardening. The Community Garden is a worthy cause and one that is important to the Powers Lake FFA Chapter. Agriculture is the foundation of our organization and the backbone of this country. We believe educating our youth on agriculture will help them realize the importance of agriculture. It also helps people realize where our food comes from.

As the Powers Lake FFA Chapter developed this media plan we worked on increasing the volunteers from the FFA, and serving the community the best we can. We believed that our media strategies will bring more volunteer work plus the awareness of serving. Using radio, printed media, and social media we will reach the audience we are aiming for. By implanting this media plan, we hope that this event continues to reach the community of Powers Lake.
Radio Public Service Announcement

Powers Lake FFA                              Contact: Allison Grote
PO Box 346                                    (701)641-6765
Powers Lake, ND 58733                           allison.grote@sendit.nodak.edu

Date: April 14, 2014                             Run Time: 60 Sec.
Run Dates: April 30 – May 29

“Powers Lake FFA Garden to Soon Start”

Allison: Caucasian female, 15 years old, “light and steady paced voice”.
Announcer: Caucasian female, 15 years old, “enthusiastic and quickly paced voice”.

Announcer: Thank you for joining us today. Today we will be speaking with the Powers Lake FFA officer Allison Grote about the new bountiful FFA community garden.

Allison: Thank you for having me.

Announcer: What are your views on the new community garden?

Allison: I think it is a very good opportunity to have fresh fruits and clean vegetables available to the community.

Announcer: Do you think the idea of donating some of these fresh produce to the food pantry is a good one?

Allison: Yes, I do believe that this is a good idea. Fresh produce is not regularly available cheaply to the public.

Announcer: When is this garden going to start and what are you going to grow?

Allison: We will start planting on May 30 on the south side of the Powers Lake High School. We will be planting juicy red tomatoes, crunchy carrots, crisp peas and other delectable fruits and vegetables.

-more-
Announcer: Who is going to help in this process of putting this garden together?

Allison: Anyone in the community who wants to help. All of the Powers Lake FFA members. We will be having a barbeque for all of the people who would like to come and help on May 30.

Announcer: What time is everyone supposed to be there?

Allison: It will start at 10 a.m. on the 30.

Announcer: Thank you Allison for coming to speak about the FFA community garden and everyone remember it is May 30 at 10 a.m. Thanks for listening.
The Powers Lake FFA Chapter is starting a community garden as a service project. FFA students willing to commit to such a task makes Mrs. Hove, chapter advisor, ecstatic. Ground breaking will be on May 30, 2014, behind the Powers Lake High School. Afterwards, there will be free hot dogs and hamburgers for all volunteers who come and help! Most of the vegetables will be donated the Powers Lake Food Pantry. Some of the fall produce will be used in school lunches. Every third Wednesday three FFA members will bring vegetables down to our local food pantry to serve those in need of tasty produce. They will be growing produce such as: tomatoes, squash, red potatoes, bell peppers, cucumbers, beets, Swiss chard, green beans, and turnips. They have a very nice variety of food and I’m sure the food pantry will be very grateful for donation they will be receiving. Ten members of the FFA signed up to help keep the garden weeded, watered, and fertilized over the summer.

The four freshman girls involved in FFA (and that are helping start the community garden) take a picture with 2013’s National FFA President, Wiley Bailey, at Winter Leadership in Bismarck.
State FFA Convention

By Brianna Honrud

State FFA Convention is she was a freshman. This June 2-6, 2014. Mrs. year we have 20 students Hove, Powers Lake FFA going to State FFA. That is advisor, will be taking the most students Mrs. grades 9-12 to State FFA in Fargo for all FFA student who would like to go. “It’s pretty much the best week of your life. You meet so many nice people and it’s just a blast,” says Sam Titus, a senior from Powers Lake High School. She has been to State FFA since Hove has had to take with to State FFA since she has been teaching here. “I think it is impressive that 74% of the high school is willing to sacrifice a week out of there summer vacation to improve their leadership skills,” says Mrs. Hove.

The seven State FFA Offices of 2013-2014 will be running the State FFA Convention and will also select new FFA State Officers.

Upcoming Events

- May 23 — FFA golf party after school
- May 27 — FFA practice in Carrington
- May 30 — Breaking ground for community garden
- June 2-6 — State FFA Convention
- July 18-26 — North Dakota State Fair
POWERS LAKE FFA COMMUNITY GARDEN
PLANTING DATE IS MAY 30
Located South of Powers Lake High School

PRODUCE WILL BE AVAILABLE AT LOCAL FOOD BANK
STARTING JUNE 18.
News Release

May 14, 2014

Contact: Justin Van Berkom
P.O. Box 346
Powers Lake, North Dakota 58773
(701)464-5432

FOR IMMEDIATE RELEASE

FFA Community Garden

Powers Lake—The Powers Lake FFA chapter is starting a community garden as a service project. FFA students willing to commit to such a task makes Mrs. Hove, chapter Advisor, ecstatic. Ground breaking will be Saturday, May 30, 2014, behind the Powers Lake High School. Afterwards, there will be free hot dogs and hamburgers for all volunteers who come and help! Most of the vegetables will be donated to the Powers Lake Food Pantry. Some of the fall produce will be used in school lunches. Every third Wednesday three FFA members will bring vegetables down to our local food pantry to serve those in need of tasty produce. They will be growing produce such as; tomatoes, squash, red potatoes, bell peppers, cucumbers, red beets, swiss chard, green beans, and turnips. They have a very nice variety of food and I’m sure the food pantry will be very grateful for the donations they will be receiving. Ten members of the FFA signed up to help keep the garden weeded, watered and fertilized over the summer.

###
May 30, at 10 a.m. join us for ground breaking of the community garden!

½ page color newspaper advertisement
SAVE THE DATE!

May 30th, 2014, 10:00 a.m. we are breaking ground and planting the Powers Lake Community Garden. Located on the south side of the Powers Lake High School, 800 Railroad Ave., Powers Lake ND 58773. Barbecue afterwards for everyone!

LIVING TO SERVE

ABOUT US

The Powers Lake FFA is planting a community garden to help those in need. We are donating most of our produce to the local food pantry, and are using some in our school lunch. We are doing this to teach students the value of helping others who are less fortunate than ourselves.

LATEST NEWS

NEW WAYS TO GROW LETTUCE
May 2014
Hydroponics! We are going to experiment with growing lettuce in water! Wish us luck!

NO MACHINES
May 2014
To save money and the environment we are planting and harvesting...without machines! We need all the helping hands we can get!