Wishek FFA Chapter
Agricultural Communications 2018

Media Plan for Advocating the Agricultural Industry to Consumers Through the Eyes of Phillip Wanner

“What you’re doing is for more than just yourself.”
-P. Wanner

Committee:
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Executive Summary

As the Wishek FFA Communication Committee, our media plan is to promote the agricultural industry to consumers in our school, community, and state. In our community, we have a very strong advocate of agriculture that we have chosen to be our representative. Phillip Wanner, former FFA member, former North Dakota State FFA Officer, and current farmer & rancher, has exhibited exceptional qualities that we feel would be ideal to capitalize on in our promotion of the agricultural industry.

To accomplish our goals and communicate our plan to our target audiences, we will use an agriculture based career fair, a state-wide commercial, and social media, as well as other news outlets. Starting in August of 2018, we will promote the agricultural industry to local and statewide consumers. We will be using Wanner as an advocate to accomplish our goals throughout the process.

Introduction

Agriculture plays a vital role in North Dakota, as it is a driving economic force. Therefore, there are many agricultural related news media available throughout North Dakota. As technology is advancing and media is increasing, advocating agriculture is becoming more easily attainable. Agriculture has become such a widespread and diverse industry. The practice is incredibly relevant for the future of the United States of America and countries beyond. According to Farm Bureau, the world population is expected to increase to 9.7 billion by 2050. This means that the world’s farmers will need to grow about 70 percent more food than what is already produced. And, they will have to do so with less resources.
Agriculture has a large role in small communities as well. Over the years, our chapter has been very active in advocating agriculture and FFA. We, as the Wishek FFA Chapter Communications Committee, have established goals to continue to advocate for agriculture by using Phillip Wanner’s accomplishments and passions. Wanner is a young farmer, and it is important to advocate the importance of agriculture to the millennial generation in hopes that the percentage of beginning farmers increases.

**Overview**

Through media resources such as social media, flyers, brochures, television stations, and newspapers we will be able to reach out to local and statewide consumers, young farmers, students, and parents. Our main method of reaching out to our target audience is going to be our commercial. We will air the commercial on local Wishek television stations, as well as the entire state of North Dakota. After the media outreach, we want to pursue our other goals by having a career fair. At this event, we plan to use Wanner as an advocate and role model for both FFA and agriculture. We also plan to provide t-shirts, drawstring bags, and snapchat filters to guests during this event to increase attendance. The career fair will feature local and statewide businesses that encourage agriculture and agriculture based organizations, such as FFA. Wanner will be present to share his FFA and agriculture story. We will also present the commercial.
Target Audience

Audience One - Local and Statewide Consumers

Description: We would like to inform local and statewide consumers of the benefits of agriculture so they will realize agriculture is a very important aspect in today’s economy.

Justification: It is important for us to reach out to consumers in our community since many of them are connected to people throughout the nation, which will help spread our plan statewide.

Audience Two - Young Farmers/Agriculture Entrepreneurs

Description: Young farmers and agricultural entrepreneurs are important when it comes to the continuation of advocating agriculture. They are most likely to share the information they learn with potential consumers. Justification: Young farmers and agricultural entrepreneurs will learn the importance of agriculture through the commercial, career fair, and by reading our social media and news posts. This will remind them why their role in agriculture is crucial.

Audience Three - Parents/Guardians of Local Students

Description: We are exposing students and parents to opportunities that come with agriculture. Adults may explain their own and the personal experiences of others, which could possibly encourage their children to learn more about agriculture. Justification: This audience would be able to learn about agriculture at our Career Fair in a fun and exciting way. They can ask questions and interact with local business owners, Phillip Wanner, and our FFA members.
Strategic Plan

Key Messages

**Message One:** By using the accomplishments and achievements of Phillip Wanner, a very successful farmer and rancher, we plan to keep our community connected, educated, and informed of the importance of agriculture.

Phillip Wanner has accomplished many feats during his time as an FFA member. He has competed in several contests including Parliamentary Procedure, Nursery/Landscape, Farm Business Management, Extemporaneous Speaking, and Agronomy. These experiences have molded Phillip into, what we think, a very successful agriculturalist. We plan to exhibit all of his achievements to the public hoping it will influence them to support the agricultural industry.

**Message Two:** Although some consumers, students, and parents may not have an agricultural background, they can still attend our Career Fair to learn more about the agricultural industry.

A large portion of our attendants will come from agricultural backgrounds. However, we believe it is important to inform the students, as well as parents, and other consumers that this is not just for “farm kids”. Consumers who might have a particular interest in agriculture or want to know more about the agricultural industry are welcome to attend the Career Fair. We will highly advise people who do not know a lot about agriculture to attend our event.

**Message Three:** Social media will allow our FFA chapter to promote the commercial and Career Fair to a large amount of people.
Using Facebook, television, and Snapchat, we will promote our events in a new and exciting way. Facebook and Snapchat are two of the most common utilized social media sites, especially in our local area, so we will be able to reach our desired audience on a larger-scale. We will frequently post digital versions of our flyers that we hang around the area, updates on events, and the commercial on our Facebook page. The commercial will also be on local and statewide TV channels for a full month. On Snapchat, we will be creating two temporary filters for those who attend the Career Fair.

**Objectives**

**Objective One:** We will inform the state of North Dakota about the importance of agriculture.

We have set this objective in order for our social media posts, commercial, and Career Fair to be successful. In order to make this objective a success, we will be advertising the cruciality of agriculture through multiple forms of media outlets and the Career Fair. We will be frequently posting on our Wishek FFA Facebook page and hanging up posters around our town.

**Objective Two:** All consumers are invited to attend our agriculturally based Career Fair.

We would like to reach out to local students to educate them about the agricultural industry. We think it is a necessity to know about this area of work. We would like to do this because it could help the future by teaching students about the importance of agriculture.

**Objective Three:** We want to keep our community and state connected, educated, and informed about the importance of agriculture through the use of our commercial.
Agriculture is a key factor in our community, state, and world. Many people may not be aware of how large of a role agriculture plays in the world. We want to keep our community and state informed about the importance of agriculture because it truly affects everyone.

**Objective Four:** We will promote the Career Fair and the importance of agriculture.

Our main goal is positive promotion. We will be working towards succeeding in the promotion of the Career Fair through Facebook and Snapchat. We want the people around the state to be aware of what agriculture does throughout the world.

**Media Tactics and Explanations**

**Key Message and Objective One:** **Commercial:** We will be airing this commercial on local North Dakota television stations. This will help us reach our goals by showing everyone in the state the benefits of agriculture. It will be airing for one month and will also be playing at the Career Fair and shared on social media. This will help get students, parents, consumers, and farmers to realize the importance of agriculture. In result, we will hopefully be able to increase agriculture awareness to consumers and those alike.

**Key Message and Objective Two:** **Social Media (Snapchat, Facebook, News Outlets):**

Using social media and news outlets, we will be able to reach out to consumers that are not directly involved with agriculture. By posting information about the Career Fair and allowing them to utilize Snapchat filters, we will be able to reach those not involved in the agricultural industry.
Key Message and Objective Three: Printed Promotional Items (flyers and letters): We will utilize both flyers and letters to promote the Career Fair. We will send letters to parents and students at Wishek High School and businesses around the state informing them of the benefits that the Career Fair has for everyone. We will also have several flyers hanging around town and in the local newspaper, the Wishek Star, and newspapers in Bismarck, Fargo, and other major cities. We will also explore options regarding inviting neighboring schools.

Key Message and Objective Four: Souvenirs: We will utilize souvenirs to help promote the Career Fair and gain attendance. We will be providing free t-shirts and drawstring bags (until supplies last) to all people that attend the Career Fair.
Timeline

**August:**  
- Contact Phillip Wanner to discuss the goals of the Wishek FFA Career Fair and commercial by August 13

**September:**  
- Gather a list of all agriculture based businesses by September 17

**October:**  
- Commercial starts airing on local and statewide TV stations on October 1
  
  - Career Fair advertising begins:
    
    - Flyers and letters sent out to local and statewide businesses October 1
    
    - Social Media (Facebook) begins October 15

  - Commercial stops airing October 31

**November:**  
- Parent/Student flyers sent out November 5
  
  - Newspaper ad begins November 5
  
  - Wishek FFA Career Fair is held on the 16th at the Wishek High School from 9am-3:30pm
  
  - Snapchat filter available 8am-4pm during Career Fair
  
  - All advertising stops on Saturday, November 17th

**December:**  
- Evaluate events for effectiveness and success
Evaluation

To ensure success, we plan to evaluate how many attend the Career Fair. In order to do so, a mandatory survey will be provided at the end of the Career Fair. Although some consumers may not have an agricultural background, they can still attend the Career Fair to learn more about the agricultural industry. We will also be focusing on the amount of people who view our commercial through a network monitoring company. Social media will allow our FFA chapter to promote the commercial and Career Fair to a large amount of people to ensure that importance of agriculture becomes more widespread. We will evaluate how effective social media is by monitoring the likes, shares, and comments we receive on our social media posts.

Conclusion

The first goal of our media plan is to inform the state of North Dakota about the importance of agriculture through the accomplishments of Phillip Wanner. This will show consumers the amazing things that can be achieved through agriculture. Our second goal is to provide anyone interested the agricultural industry the chance to attend our Career Fair. We want to reach out to consumers of all backgrounds, not just agricultural related ones. Our third goal is to keep our community connected, educated, and informed about the importance of agriculture through the use of our commercial. We want to show our community and state that agriculture is crucial for a better future. We believe we have selected the most effective media plan to communicate our messages and achieve our goals.
## Budget

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<td>Career Fair</td>
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<td>Drawstring Bags</td>
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<td>$35.00/wk</td>
<td>$280.00</td>
<td>Career Fair</td>
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<td></td>
<td><strong>$4,809.00</strong></td>
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**Budget Justification:** Since we are not requesting any RSVPs for our event, we estimated an amount for each product and source of advertising. We chose to purchase 300 each of t-shirts and drawstring bags. The t-shirts are $8.64 each, and the drawstring bags are $2.39 each which is a total of $3,309. Each of the flyers and letters costs $.70. We chose to print 150 each. This comes to a total of $315. The commercial will cost $500 to produce and $400 to broadcast on television for a month. We researched this cost with BEK Broadcasting Network’s Paul Frank. The Snapchat filter will only be used for one day over a small area so it will cost us $5.00. Last but not least, the newspaper ads we will be submitting will cost $35/week. Since we will be having several ads, the total cost will be $280. Our total expenditures will be $4,809 which is right under our budget of $5,000. As a team, we believe that we have estimated and calculated the best budget possible for our team and circumstances.
References


Wishek FFA Facebook. (n.d.). Retrieved May 19, 2018, from https://m.facebook.com/groups/126063007511421
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18 WISHEK FFA CAREER FAIR
"WHAT YOU'RE DOING IS FOR MORE THAN JUST YOURSELF."
-P. WANNER
2018
WISHEK FFA
CAREER FAIR
"What you're doing is for more than just yourself"

-P. Wanner

Wishek FFA
Career Fair
WISHEK FFA
Career Fair

FEATURING
Local agriculturalist, Phillip Wanner!

NOV. 16, 2018
Wishon High School Gym

9:00AM-3:30PM
All are welcome!

COME NETWORK WITH LOCAL AND STATE WIDE BUSINESSES!
Dear Parent/Guardian,

The Wishek FFA Chapter is hosting a Career Fair Friday, November 16th at the Wishek High School Gym from 9:00 A.M. to 3:30 P.M. We strongly encourage your student, as well as yourself, to come network with local and statewide businesses. Throughout this career fair, will be fun and educational activities relating to FFA and agriculture. Students will also be able to connect with agriculturist, Phillip Wanner, as he explains his role in the industry. Phillip Wanner has been actively engaged in agriculture throughout his life. This career fair will be beneficial to students of all ages and backgrounds, as it allows students to explore their inner self interests while connecting with community and state members, as well as businesses.

Included with this letter is an informational brochure about Phillip Wanner and his agricultural background. Phillip Wanner has a strong passion for agriculture and sharing his successes within the industry.

We hope that you and your child make the decision to take part in the Wishek FFA Career Fair. If there are any questions relating to the Wishek FFA Career Fair, please contact the Wishek FFA Advisor, Kristi Tonnessen, at 701-452-2995 ext 217 or the Wishek FFA Recruitment Committee at WishekFFA@gmail.com.

Sincerely,

FFA Recruitment Committee
Dear Business Owner,

The Wishek FFA Chapter is hosting a Career Fair Friday, November, 16th at the Wishek High School Gym from 9:00 A.M. to 3:30 P.M. We are currently looking for agriculture based businesses to represent themselves at the career fair. We strongly encourage you to take this opportunity to impact the lives of others by sharing your story. Our main goal is to advocate agriculture to others and with the help of you, we can effectively do so.

If you are interested in partaking in this event, please refer to the contact information below. There is no fee but we do ask that you respond to this letter immediately so that we can ensure a space for your business’s booth.

We hope your business makes the decision to take part in the Wishek FFA Career Fair. If there are any questions relating to the Wishek FFA Career Fair or if you would like to sign up, please contact the Wishek FFA Advisor, Kristi Tonnessen, at 701-452-2995 ext 217 or the Wishek FFA Recruitment Committee at WishekFFA@gmail.com.

Sincerely,

FFA Recruitment Committee
Abigail Deile is with Phillip Wanner.

Just now

Keep a lookout for a commercial featuring a local farmer! This commercial was developed by our Agricultural Communications team to promote our industry!
Wishek FFA Career Fair
Abigail Deile · Event for Wishek FFA Chapter

Friday, November 16 at 9 AM - 3:30 PM
Wishek High School
200 S Badger St, Wishek, North Dakota 58495 · 40 ft

The Wishek FFA Career Fair will be providing the people of our community a chance to learn more about the agriculture industry. Whether you live on a farm or in town, this career fair will have something for you!
Want to help us make our next event better?
It'll take 2 minutes.

OK, I got 2 minutes press ENTER