

CORVALLIS FFA
5/2/17



MEDIA PACKET

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FROM CHAPTER OFFICE TO STATE 2ND VICE

ABBHEY'S STORY:



Agricultural Communications Media Plan

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Executive Summary/Introduction:

Corvallis is a small rural town in Montana. Since 2015, Corvallis has been home to a highly successful, albeit young, FFA Chapter. Undoubtedly, this success comes from not only the advisors, teachers and parents of Corvallis, but also the drive and ambition of our student chapter members and leaders. One of these members who has consistently demonstrated her commitment to FFA and the success of others is Abbey Dunn, the Chapter President of the Corvallis FFA. As a long-time 4H member and young agriculturist, Abbey jumped at the opportunity in the 2015-16 school year to join the brand-new Corvallis FFA Chapter. She quickly began to shine, selected as Chapter President her junior year and encouraging members to excel in their prospective Supervised Agricultural Experiences (SAE's) from day one.

In addition to being an incredible chapter leader, Abbey has also embraced the competitive side of FFA, being part of two highly successful Agricultural Issues teams, as well as competing in Agricultural Livestock, Sales, Meats Evaluation, and Farm and Business Management.

Paralleling Abbey's commitment to excellence and leadership within the FFA organization is also an innate desire to help those less fortunate. During this past year, Abbey served as president of a local community service group, as well as coordinator of both a local food drive and paper drive. Combined, these two brought in 4,500 lbs. of food and paper for our community.

Finally, Abbey was able to demonstrate her unique abilities to the Montana FFA Officer Nominating Committee, which responded by giving her a position on the 2017-18 State Officer team as Second Vice President.

The future of our chapter, and the Montana FFA Association, depends on future leaders like Abbey taking the responsibility and initiative to lead the FFA to excellence. Unfortunately, Abbey's story has not been told to the state of Montana, and many in our community and state lack the knowledge of the role models needed for our members to excel. We want to show the community as well as our organization what a successful FFA member looks like. We want to strive to give our members the knowledge of success so that they may aspire to it themselves

The mission of the Corvallis FFA Communications Plan is to create a more ambitious and informed chapter by spreading the story of one of our most successful members. Through various types of media, the community as well as our chapter will be informed of Abbey's story and the benefits of their support of the Corvallis FFA Chapter. The components of the project include:

- Bi-weekly press releases sent to local media outlets for two months with various facets of Abbey's FFA journey.
- "Monday Minute" social media updates with video interviews and B-roll from Abbey's FFA events.
- Presentations by FFA members to local civic groups about the benefits of FFA, utilizing Abbey's story.
- An interview on 1240 KLYQ, a local radio station, with Abbey.
- A redesign of the current FFA website with a roll-out of a new advertising campaign centered around the journey of our most successful member.

Strategic Plan

Description of Audience

Target Audience One: CHS Student Members

Objective: Our goal is to educate the members of the Corvallis FFA about Abbey's story and what success in FFA looks like. We will provide members with information about Abbey's story in the chapter newsletter, our regular FFA Chapter meeting, news and press releases, and our chapter website. We believe, as a result of knowing what Abbey's success has looked like, our members will be more involved in the future.

Target Audience Two: Faculty of CHS

Objective: Abbey's story appeals to a far greater audience than just our current students, and that is why Abbey's story must be told to the teachers and administrators of Corvallis High who are not involved or knowledgeable about the FFA organization. Educating the greater faculty of Corvallis about the numerous benefits of FFA will only allow our program to grow and reach more students for Agriculture.

Target Audience Three: Community Members

Objective: The Corvallis FFA does not receive the required amount of capitol from school Career & Technical Education (CTE) funds alone. Instead, our chapter must rely on funds raised from community members. As a result, the community must be well-educated on the FFA organization and its impact on students in order to be more inclined to donate to our chapter. Abbey's story will undoubtedly show the profound impact FFA has on its members.

Strategic Plan

Target Audiences

Target Audience One: CHS Student Members

Description: Students in the Corvallis FFA are our primary audience. These students are the future leaders of our chapter and they must be informed about the success that comes with ambition and leadership in the FFA organization.

Justification: Students are more likely to achieve excellence by having a role-model to follow. By being educated about Abbey's story, students can have a successful role-model to follow with FFA.

Target Audience Two: Faculty of CHS

Description: School board, administrators, and faculty, control some funding for CTE education as well as play an active role in FFA awareness and enrollment at CHS.

Justification: Students like Abbey are more likely to be successful through FFA with viable CTE funding for the upcoming years. In order for this to happen, the faculty must understand the vital importance of FFA for students like Abbey.

Target Audience Three: Community Members

Description: The citizens of Corvallis, Hamilton, and Ravalli County. Includes civic groups, involved community members, local businesses, and those involved in production agriculture.

Justification: One of our main sources of funding for our chapter is outside fundraising from the community. Educating the public on how their dollars help students like Abbey succeed will undoubtedly help our fundraising efforts to be more lucrative.

Strategic Plan

Key Messages

Target Audience One - Key Message: *FFA is a successful, vibrant student organization that can create memories and experiences that will last a lifetime, just like Abbey's story.*

If the students of Corvallis High and our current student members support and join the Corvallis FFA Chapter, Abbey's story and experience with FFA will no longer be an isolated event, but rather an achievable goal for the students of Corvallis High.

Target Audience Two - Key Message: *The FFA program is a vital new part of our education at Corvallis High, and it prepares students for their careers in fields including science, engineering, agriculture and education.*

School personnel often struggle to justify funding to our organization due to the fact that they have not been educated about the FFA organization or the real student success stories that come from our organization.

Target Audience Three - Key Message: *FFA is training the next generation of students to be productive community members and leaders. With your support, more students will experience similar leadership opportunities to Abbey's and grow their skills as a leader, worker, and member of society.*

Community members, especially those who are not currently involved in production agriculture, are not often knowledge about what FFA teaches or how students benefit from Agricultural Education.

Strategic Plan

Media & Promotional Materials

Target Audience	Key Message	Tactic
Students	FFA is a successful, vibrant student organization that can create memories and experiences that will last a lifetime, just like Abbey's story.	Facebook: Creating and advertising a student-produced Corvallis FFA page for "Abbey's Story." Instagram: Posting media about students in FFA.
Faculty	The FFA program is a vital new part of our education at Corvallis High, and it prepares students for their careers in fields including science, engineering, agriculture and education.	Encourage teachers and staff to learn more about FFA and join our online mailing list. Facebook & Instagram: "Tuesdays for Teachers" posts.
Community	FFA is training the next generation of students to be community leaders. With your support, more students will experience similar leadership opportunities to Abbey's and grow their skills as a leader, worker, and member of society.	Increase support for the Corvallis FFA by keeping our website updated, doing a radio interview bi-weekly on KLYQ 1240 radio, submitting an article every two weeks into the local newspaper, the Ravalli Republic, as well as speaking to local civic groups and community leaders.

Timeline:

ABBEY'S STORY

Plan Duration - 3 months

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|---|---|
| April 2017—Planning begins, pictures of Abbey are taken for publication in print & on the web. | June 16—The Corvallis FFA presents Abbey's story to a local civic group. |
| April 28—"Abbey's Story" is rolled out on the Corvallis FFA website. | June 28—The Corvallis FFA has now presented Abbey's story to five local civic groups. |
| May 2—The Corvallis FFA presents the Ag Communications plan to a group of judges in Big Timber, MT. | July 3—Final "Monday Minute" video posted to Instagram and Facebook. |
| May 8—First "Monday Minute" video is published to Facebook & Instagram. | July 10—Summer newsletter released for printing, with message from Abbey. |
| May 8 —First press release sent to local media outlets. | July 10—Final press release sent to local media outlets. |
| May 15—Next "Monday Minute" video posted to Instagram & Facebook. | August 1—Media roll-out concludes, website campaign is archived. |
| May 19—KLYQ radio interview conducted with Abbey. | |
| May 29—Next press release issued to local media outlets. | |
| June 9—Summer posters released for professional printing. | |
| June 12—Next bi-weekly press release issued to local newspapers. | |

Budget:

Proposed Project Budget			
Item	Item Description	Quantity	Expense
Posters	Posters to hang around the community.	100	\$75.50
"C" News	TV Advertisement	5	Donated
Brochures	To pass out to civic groups.	50	\$50.00
KLYQ	Radio advertisement	10	\$100
Newsletter	Bi-monthly newsletter for those without e-mail	200 (50 each month)	\$90.00
Newsletter Mailing	Two rolls of stamps	200 stamps	\$84.00
Overall Total:			\$399.50

Evaluation:

Target Audience One: CHS Student Members

Target audience one is the current student members of the Corvallis FFA as well as the overall student body of Corvallis High School. We want to educate these students about the opportunities to shine through the organization of FFA. To accomplish this, we will increase understanding by publishing posters, placing an advertisement in the "C" News broadcasts, and updating our website with current news and events. We will evaluate the success of this campaign through FFA enrollment numbers.

Target Audience Two: Administration

Our second target audience is the faculty and administration of Corvallis High School. Our objective is to educate the many members of the Corvallis administration and faculty about what FFA does for students. We will measure this objective by examining newsletter enrollment as well as the correct number of answers on faculty quizzes conducted on our FFA website.

Target Audience Three: Community

Our target audience are civic groups such as the Bitterroot Lions Club, Kiwanis Club and Rotary Club, as well as local agricultural businesses and community members. We will visit all of these groups, handing out printed materials, and evaluate our success by measuring the support we gain from each group.

Conclusion:

For students like Abbey Dunn, agriculture embodies a future, an education, and potentially a fulfilling career. Yet, the general public does not think of Abbey, or students like her, when they think about agriculture. Instead, agriculture is proclaimed as a "bygone field."

Nevertheless, the same individuals that proclaim agriculture is "dying" are also eating food primarily grown on farms. The only way to alleviate these harmful misconceptions about agriculture is to educate these citizens about what agriculture really is, and show the general public the actual faces and lives that FFA has touched.

Montana FFA Association: we want to proclaim your message. We want to show the public what agriculture and the organization of FFA have done for individuals like Abbey by sharing her story with our school, community, and your future donors.

We believe that future members and skeptical citizens can see the profound impact that FFA makes in its members' lives through the story of Abbey Dunn and that sharing her story could bring new members and supporters to the organization of FFA and the agricultural community as a whole.

We want to help share one of the most touching, profound, and inspiring success stories that we have ever known.

Montana FFA Association: Please join us on this journey!

Appendices

Press Release.....A

Web Page.....B

Support Flyers.....C

FFA Spring Newsletter.....E

Radio Broadcast.....G

Press Release

For Immediate Release

April 24th, 2017

For more information contact: Michael McKay
406-961-4211

How FFA Changed a Life

Corvallis, MT (April 24th, 2017)- The FFA has existed since 1928, yet, it has only been in Corvallis, MT for two short years.

Founded in 2015, the Corvallis FFA has already been covered in a plethora of news articles. Undoubtedly, these stories have helped spread the message of the organization of FFA. This article, however, endeavors not to spread the message of an organization, but rather an individual. Abbey Dunn is a senior at Corvallis High School, and the president of the Corvallis FFA. In addition, she is also the 2017-18 2nd Vice President for the Montana FFA Association.

Abbey has been involved in agriculture since she was young, yet FFA helped truly cement her role in the agricultural community. Thanks to FFA, Abbey will be attending Montana State University this fall to study Agricultural Education.

Supporting the Corvallis FFA can help students like Abbey succeed. For more information about Abbey or the Corvallis FFA in general, please contact the Corvallis FFA chapter at (406) 961-4211 or visit our website at www.corvallisffa.org.

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READ HER STORY.

I met Abbey two years ago while working on a video project for our local FFA, and immediately I was impressed. It has been absolutely incredible to chronicle her journey as Chapter Reporter, and I couldn't be more happy for Abbey to be the Second Vice President for the State FFA Association this upcoming year.

Yet, Abbey's journey in agriculture began far before I met her in 2015. From the beginning of her life, Abbey grew up with livestock and showed market lambs and steers within the 4-H organization. Abbey's love for these animals went far beyond the normal animal/owner relationship, in fact, Abbey's social media accounts are filled with selfies of her animals.

Abbey, through the FFA organization, had the ability to demonstrate premiere leadership and compete in numerous CDEs. She participated in two acclaimed

Dear Community Members,

One of our members, Abbey Dunn, was recently selected as the Montana FFA 2nd Vice President. Beginning this spring, we are starting an electronic newsletter, which will keep you informed of Abbey's stories as a state officer as well as the latest from our own chapter.

In addition, if you are interested in supporting the Corvallis FFA, to help students like Abbey succeed, please contact us by either email or by mailing this form to us.

- *The Corvallis Ag Department*

Please fill out and return.

Name: _____

E-mail address: _____

Home address: _____

Phone: _____

Newsletter

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CORVALLIS FFA NEWSLETTER

Spring Edition



Abbey's Story

By Michael McKay



When I first met Abbey Dunn. . .

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Abbey, through the FFA organization, had the ability to demonstrate premiere leadership and compete in numerous CDEs. She participated in two acclaimed Agricultural Issues teams, competed in Ag Sales, FBM, Meats and Livestock, as well as encouraging others to aspire to greatness as well.

Abbey is an incredible member and leader of her community. Abbey is not only our Chapter President, but also the Co-President of the service-based Interact Club. She has organized food & paper drives that brought in over 4,500 pounds of material from a community that is home to only 1,500 residents.

Abbey is a model citizen, young agriculturist, and friend. There is no one more deserving of the State 2nd Vice Office. Yet, just two years ago, Corvallis did not have even have a chapter, and Abbey was not President. Thanks to the support of our community, Abbey has realized her potential for premiere leadership, and brought joy into all of our lives in the process.

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Public Service Announcement

30 second psa

This March, the Corvallis FFA attended the State FFA Convention and had two of our chapter officers compete for a state officer position in Great Falls, MT. One was our chapter president, Abbey Dunn, who was later selected as State 2nd Vice President.

Currently, our FFA Chapter has over 40 active members and all of them are learning how to become positive influences in their community. The FFA creates leaders that schools, employers, and communities strive to educate, hire, and attract.

As community members, we want to reach out to you to become involved in our chapter. Visit our website, and subscribe to our newsletter! If you want to be an even bigger part of our chapter, our next community meeting will be held on Thursday, May 24th, at eight p.m. in the Corvallis High School Old Gym. If you are unable to attend, there is more information on our website at corvallisffa.org.