

# Q1/2015 Report



**A COMMUNICATIONS AND MARKETING INITIATIVE  
OF THE  
ADMINISTRATIVE HEADS SECTION  
COOPERATIVE EXTENSION SECTION  
EXPERIMENT STATION SECTION  
OF THE  
APLU BOARD ON AGRICULTURE ASSEMBLY**

**kglobal**

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# I. Executive Summary

During this quarter, kglobal finalized message testing around our themes, which included conducting focus groups around the country and issuing a national survey and continued to bolster our traditional and digital media efforts. We also supported the National Impact Database committee, started to execute our national media plan for the 1890s universities' 125th Anniversary, and issued two monthly newsletters. All of these tactics represent strategies to highlight our themes of Health and Nutrition and Water Security.

## MESSAGE TESTING

In order to better incorporate our themes of Health and Nutrition and Water Security into the AgIsAmerica campaign, kglobal conducted multi-platform nationwide message testing research. First, we hosted five focus groups around the country. Using the data gathered during these regional focus groups, we designed and conducted a national survey. At the onset of Q1 2015, we compiled our qualitative data, quantitative data, and analysis into a comprehensive report.

In our report, we highlighted the following findings, among others:

- Scientists were regarded as the most credible sources to speak about water and nutrition. In fact, 77% of survey respondents agreed.
- Online news sites were the most popular news medium for disseminating information about colleges of agriculture, the land-grant story, research updates, and extension efforts.
- Research and extension were regarded as valuable programs. In fact, a majority of survey respondents (82%) supported continued federal funding for research and extension programs, and more than half of survey respondents (60%) supported an increase in federal funding.

## TRADITIONAL MEDIA

We pitched and placed numerous stories about the successes of land-grant universities and institutions at the local and national level. These efforts resulted in over 440 national and local media hits and almost 40 million impressions (measured by circulation numbers and website traffic).

These stories showcased the Agricultural Experiment Station and Cooperative Extension efforts by individual land-grant universities, institutions, and Colleges of Agriculture in designated districts as well as regional, multistate research projects. We issued two national press releases that highlighted the importance of the land-grant university system, research, or extension. Throughout the quarter, we shared numerous success stories with influential members of the media as well as engaged with them on social media. By doing so, we cultivated better relationships with these media contacts as well as increased their general awareness of the AgIsAmerica campaign and the land-grant university system.

Next quarter, we will maintain our aggressive traditional media strategy to continue to demonstrate the value of Experiment Station, Cooperative Extension, Colleges of Agriculture, and the land-grant system. Specifically, we will continue to focus on developing relationships with national reporters and achieving more story placements in our designated congressional districts. We will continue to use story pitches to increase our engagement with media contacts in order to bolster their awareness of AgIsAmerica and the land-grant system. In addition, we will implement findings from our message testing, such as highlighting more land-grant university scientists in our marketing and press collateral, aiming for more online news story placement, and implementing regional segmentation tactics.

## DIGITAL MEDIA

We continued to dramatically increase engagement across all AgIsAmerica digital platforms, including our website, Twitter, Facebook, and YouTube. By doing so, we increased website traffic by 110%, the average Twitter engagement rate by 14.2%, Facebook impressions by 520%, and overall social media engagement by 360%.

We used the AgIsAmerica website to provide a unified voice for the land-grant system and highlight our themes of Health and Nutrition and Water Security. We continued to execute an enhanced social media strategy with refined, targeted copy and engagement with intent. In other words, we crafted our message copy in order to resonate with a larger segment of the media, Members of Congress and their staff, constituents, land-grant universities, and the general public. We also continued to test audience segmentation tactics to target demographics and share content.

Our strategy emphasized identifying and recruiting an even larger number of influential followers most likely to engage with our content. Next quarter, we will continue to increase website traffic as well as followers, fans, and subscribers to our social media platforms. We will do so by continuing our targeting strategies and increasing our direct engagement with online influencers. We will also place an additional focus on engaging directly with agricultural professionals, students, and academics associated with land-grant universities as well as direct outreach to elected federal and state officials.

## NATIONAL IMPACT DATABASE

This quarter, we fully implemented our marketing plan to achieve a successful public launch of the National Impact Database and its host the Land-Grant Impacts website. Working with the National Impact Database committee, we finalized national and university-specific content as well as content for APLU's A Public Voice and ECOP's Monday Minute.

In addition, we drafted and distributed the national press release to over 100 Washington, DC – based reporters and reporters at top-tier, national outlets. This distribution and other outreach to reporters nationally resulted in 246 media hits and 19.8 million impressions included in our traditional media metrics. Following March 2, at least ten land-grant universities issued their own announcement, using the national press release as a template. We supported individual university efforts that resulted in at least six media hits with almost 40,000 impressions. We outlined our efforts in a comprehensive report, which we shared with the National Impact Database committee.

After implementing our marketing plan, we continue to participate in regular calls with the National Impact Database committee. Moving forward, we will regularly incorporate impact statements from the Land-Grant Impacts website into our traditional and digital media editorial calendars. We will specifically highlight stories that originated from the website or Database on social media with the hashtag #LGUimpact or #LGUimpacts, which we created specifically for the public launch.

## 1890s 125th ANNIVERSARY

Last December, North Carolina A&T University approached us for assistance with national media outreach to publicize their 125th Anniversary. We developed a collaborative digital media and traditional media outreach plan that supports the universities and reinforces messaging from the 1890s Association. We are now following all 19 of the 1890s land-grant universities on social media and will heavily engage with them on social media during the month of April.

We created a national print and broadcast media list with close to 100 contacts and are now following most of these media contacts on social media. In March, we drafted national and suggested university collateral, like

press releases and advisory templates, using the messaging already established by the 1890s Association.

We also pitched story suggestions and interview opportunities with the identified national spokespersons. In April, we will follow-up with media contacts accordingly, publicize the Wellness Walk on social media, issue a national press release, and populate our editorial calendar with stories and digital media content related to the 125th Anniversary and the anniversary's over-arching theme of Health and Nutrition.

## MONTHLY NEWSLETTER

In order to better highlight the Colleges of Agriculture, research updates, extension efforts, and the stories that resonate with our audiences, we re-implemented a regular strategy. Previously, we shared our newsletter "Why Ag Matters" on a weekly basis, but in order to better manage relationships, we will now issue our newsletter on a monthly basis.

The newsletter is sent via email, posted on our website, and shared across social media. We will also encourage newsletter signups with a "subscribe" button on the AgIsAmerica website and regular social media posts. Thus far, from our current list of 377 contacts, zero contacts have unsubscribed from our newsletter.

We issued our first newsletter on March 10. The newsletter was well received as it had a 33% open rate and 30% click-through rate. We just issued our second newsletter on April 1.

Initially, we will send the newsletter to our internal audience, including university professionals. In the coming months, we will execute an aggressive external marketing rollout strategy. Working with Cornerstone, we will invite members of the media, industry experts, Capitol Hill staff, and other influencers to subscribe to the newsletter. By doing so, our aim is to increase our metrics from the number of subscribers to the open rate and increase general awareness of the AgIsAmerica campaign.

## II. Introduction

This report contains kglobal's activities over the past quarter broken down into six categories:

- Message Testing
- Traditional Media
- Digital Media
- National Impact Database
- 1890s 125th Anniversary
- Monthly Newsletter

All of our activities are focused on providing a single voice for the land-grant system. Our goal is to call attention to the direct impact that Colleges of Agriculture as well as Agricultural Experiment Station and Cooperative Extension activities have on the American people and, more broadly, the livelihood of our country. To best emphasize the land-grant system's positive impact, we specifically featured stories related to this quarter's themes of Health and Nutrition and Water Security.

Our traditional media and digital media strategies along with our National Impact Database marketing plan, monthly newsletter, and message testing are tools with which we can work towards our goal: educating our audiences — namely, Members of Congress, industry leaders, and members of the media — about the importance of the American land-grant university system and its contribution to our economy and higher

education.

### III. Message Testing

In order to better disseminate information around our themes of Health and Nutrition and Water Security, we conducted regional and national message testing. We used two primary means of testing – five regional focus groups and a comprehensive national survey. In February, we issued a report that outlined our quantitative and qualitative data, provided our analysis, detailed our methodology, showcased our analytics, and discussed our recommendations.

We conducted a total of five regional focus groups to account for every region as well as Washington, DC. In the North Central region, we met with state university alumni in Chicago. In the Northeast region, we met with current students at the University of Maryland at College Park as well as former Capitol Hill staffers and interns at our offices in Washington, DC. In the Southern region, we met with state university alumni in Atlanta. In the Western region, we met with state university alumni in San Francisco.

During the focus groups, we asked participants targeted questions related to our themes, higher education, and more broadly, the media. Our questions were written to gauge the relatability of our current messaging. Specifically, we sought to learn which messages resonated the most with university students and alumni, which messenger they regarded as the most credible, and which medium was the most widely read or viewed.

Following each focus group, we drafted executive reports detailing the interactions between participants and their reactions to our questions. From these individual reports, we were able to identify common trends that we then incorporated into our national survey. Here are the most significant trends we noticed among our focus groups:

- Questions about nutrition usually led to a discussion about healthy eating and school lunches. Most of the participants were familiar with Michelle Obama's initiatives and healthy eating campaigns.
- Questions about water security usually led to a discussion about drought, which was regarded as primarily a regional issue for the West.
- Scientists were the most trusted authority figures on issues related to health, nutrition, and water security. Meanwhile, politicians were the least trusted authority figures. However, our congressional staff focus group regarded other politicians and elected officials as the most credible authority figures when scheduling meetings with Members of Congress.
- Online news sources were overwhelmingly the most widely read medium.
- The most controversial topics, which sparked the most debate amongst participants, were food labeling, GMOs, fracking, and obesity, specifically the health care costs associated with obesity.

Immediately following our focus groups, we issued an online national survey with a sample size of 1,809 likely voters. The survey consisted of nine questions and tested the trends and conclusions we derived from our focus groups. Here are the most significant findings we identified from our national survey:

- Water topics were regarded as more important than food and nutrition topics. However, some topics we flagged as controversial, especially health care costs associated with malnutrition and obesity. Interestingly, water security was most strongly correlated with food supply.
- Respondents indicated that they were most likely to sign an online petition to advocate for an issue they regarded as important.
- 82% of respondents supported federal funding for research and extension at land-grant universities.
- 60% of respondents supported increased federal funding for research and extension at land-grant universities.

From the focus groups and national survey, we gathered important data regarding AgIsAmerica's messages,

messenger, and media. Overall, topics related to food and nutrition resonated with our regional focus groups while topics related to water security resonated with our national survey respondents. This difference likely demonstrates that food and nutrition topics require more explanation in order for audiences to establish a personal connection to the message while water security topics are more straightforward. 77% of the survey respondents regarded Scientists as the most credible sources to speak about water and nutrition. Online news sites were the most popular news medium for disseminating the land-grant university story, research updates, and extension efforts.

In addition, our research also highlighted an overwhelming amount of support for land-grant university research and extension programs. In fact, a majority of the survey respondents (82%) supported continued federal funding for research and extension programs, and more than half of the survey respondents (60%) supported an increase in federal funding.

Using these findings, we will adjust our marketing strategy to incorporate more quotes from land-grant university scientists, utilize audience segmentation tactics when sharing university stories, and engage with more elected officials to garner additional support for land-grant universities. We will also better connect our themes, demonstrating that water security is correlated with nutrition in terms of access to a healthy, bountiful food supply.

*To learn more about our message testing research or obtain a copy of the report, please email [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com).*



## IV. Traditional Media

During the quarter, we implemented an aggressive strategy for traditional media, encompassing both print, broadcast, and corresponding news sites. These efforts resulted in over 440 media hits with almost 40 million impressions as well as significant engagement with media contacts and influencers.

We executed our strategy by continuing to expand our media lists as well as our editorial calendar. Our media list includes more trade publications and reporters who focus on higher education or the agriculture industry. We updated our editorial calendar to include more local and national news hooks.

Ultimately, we utilized both of these tools to align our traditional media and digital media strategies. We bolstered our traditional media efforts by issuing national level press releases, aggressively sharing university stories, and continuing to actively build working relationships with university communicators and the media.

### MEDIA LISTS

In order to familiarize more media contacts with the AgIsAmerica campaign, we expanded our media lists. Thus far, we have created nine targeted media lists with 361 contacts. Moving forward, we will continue to create more regional and state-specific media lists with local, national, and trade media contacts.

As we engaged with select media contacts via traditional media pitches, we strategically followed, liked, and interacted with these contacts on social media. By doing so, we reinforced the AgIsAmerica brand and demonstrated a cohesive, collaborative traditional and digital media campaign.

*To view a snapshot of one our media lists, please reference Appendix A.*

### RELATIONSHIPS WITH MEMBERS OF THE MEDIA

In order to enhance our traditional media strategy, we continued to increase our interactions and correspondence with members of the media. During the quarter, we engaged with hundreds of media contacts.

As previously discussed, we greatly expanded our media list to include additional influencers: from reporters and bloggers to dieticians and agriculture specialists. Of the 361 contacts we identified across our nine media lists, over 100 were targeted for the launch of the National Impact Database, and 95 are targets for the 125th Anniversary of the 1890s universities.

We have interacted with media influencers via email pitches, phone, and social media. We specifically used Twitter as our primary social media medium. We crafted personalized tweets to bloggers, beat reporters, and news outlets to share university stories and updates. By doing so, we created opportunities for engagement between members of the media, universities, and AgIsAmerica. This effort enhanced recognition of both the AgIsAmerica brand and the land-grant university system.

### EDITORIAL CALENDAR

To guide our traditional and digital media efforts, we continued to update our 12-month editorial calendar to feature hundreds of local and national news hooks from January through March. Our editorial follows the

legislative calendar, highlights national observances, and includes university-specific events.

The editorial calendar prioritizes content for each day, week, and month, ensuring our efforts are coordinated across mediums as we match university stories to our news hooks. By doing so, we help universities participate in timely, relevant conversations occurring in traditional media, on Twitter – the social media platform where reporters, bloggers, and news affiliates congregate – and on Facebook, the largest social media platform.

Our editorial calendar intentionally highlights national news hooks that align with the news topics listed on AgIsAmerica website so that we can easily synchronize traditional media pitches with our digital branding. Also, since the news topics on our website reflect the topics on the Land-Grant Impacts website, we indirectly synchronize our brand with the website and National Impact Database. Most importantly, our editorial calendar highlights news hooks related to Health and Nutrition and Water Security, our themes for this quarter.

In addition, we continue to share our editorial calendar with university communicators on a monthly basis. Overall, we have received positive feedback from this correspondence. For instance, one communicator said our calendar helps with the planning process, and several others communicators have shared stories or impact statements as well as flagged additional local and national news hooks for our attention. Since we first implemented these regular emails last year, we have noticed that many communicators have incorporated the recommended news hooks into their own stories.

*To view sample news hooks from our editorial calendar, please reference Appendix B.*

*To receive our news hooks and editorial calendar, please email [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com).*

## RELATIONSHIP WITH UNIVERSITY COMMUNICATORS

During the quarter, we identified and communicated with representatives at every university in our designated districts on a regular basis. We had several introductory conversations via phone and email with land-grant institutions and universities such as North Carolina A&T State University, Virginia State University, Montana State University, University of Maryland at College Park, and University of Maryland Eastern Shore. We also had an introductory call with national 4-H contacts to learn ways in which to better incorporate the youth voice into our campaign. By fostering these relationships, kglobal has been able to receive more content for AgIsAmerica, resulting in more traditional and digital media engagement opportunities.

Sharing our editorial calendar represents one prominent way we build relationships with university contacts. In turn, university communicators respond with additional news hooks or relevant stories, which are then reviewed for traditional media and digital media opportunities.

In addition to sharing our editorial calendar, we re-implemented our regular newsletter “Why Ag Matters.” By cross promoting its content on all of our platforms, we will encourage more university professionals to sign up for our newsletter. We will discuss this newsletter later in this report.

## TRADITIONAL MEDIA EFFORTS

From our traditional media efforts, we were able to highlight multiple land-grant universities and institutions in our designated districts, garnering over 440 media hits totaling almost 40 million impressions. Throughout the quarter, we worked with land-grant university communications professionals and staff to develop and issue two original national-level press releases. These releases showcased multistate or regional Cooperative Extension and Agricultural Experiment Station efforts.

In total, our multistate releases garnered 217 media views in the statewide media markets for our designated districts as well as 59 media views in the District of Columbia. In addition, the USDA Office of Operations was one of the organizations that viewed both releases. By showcasing multistate or regional efforts, we are able to better highlight the land-grant system as a whole and demonstrate the national and regional impact of land-grant teaching, research, and extension.

#### **February Press Release: Land-Grant Universities Announce New System-Wide Online Resource**

This press release highlighted the launch of the National Impact Database and its host the Land-Grant Impacts website. The press release and media follow up resulted in 246 media hits and 19.8 million impressions. We shared the national press release on AgIsAmerica's website and social media platforms. We also shared a customizable template derived from this press release with university contacts. Following the public launch on March 2, several land-grant universities issued their own announcement, using the national press release as a template. These university efforts resulted in at least six additional media hits with almost 40,000 impressions.

*To view our February 2015 press release, please reference Appendix C.*

#### **March Press Release: Eleven Land-Grant Institutions Help Protect Pecan Yield**

This press release highlighted multistate research project S-1049. Working with multistate contacts and S-1049 members, we finalized the release and updated project statistics. The press release was issued across the wire and resulted in 198 media hits and 19.2 million impressions. We shared the national press release on AgIsAmerica's website and social media platforms. We also shared the press release with reporters in the Southern region and will follow-up accordingly.

*To view our March 2015 press release, please reference Appendix D.*

In addition, we shared several university stories with members of the media, from newspaper reporters to bloggers. These stories include:

- A wine story from Auburn,
- a wine story from Oregon State University,
- the announcement of the National Impact Database,
- and a story about food safety at farmers markets from the University of Arkansas, among others.

## V. Digital Media

### WEBSITE

This quarter, the website continued to act as the primary digital platform for coordination between the land-grant system, the Colleges of Agriculture, Agricultural Experiment Station, and Cooperative Extension. Our website serves as a primary point of reference for external content, provides brand consistency, and allows us to highlight feature stories as well as new initiatives like the recently re-launched monthly newsletter. We increased user activity on the website due to enhanced user experience (UX), specifically new content and refined content copy. In order to maintain current traffic and drive new traffic to the website, we will continue to improve upon these UX aspects as well as emphasize cross-platform promotion.

Between January 1, 2015 and March 31, 2015, we added a total of 85 new stories. Since last quarter, page views have more than doubled. More importantly, we increased new users by nearly 387% and pages visited per session increased by 14%.

In an effort to marry quality and quantity, we share between 10 and 15 university articles to the AgIsAmerica website each week. In addition to sharing articles related to our themes of Health and Nutrition and Water Security, we also categorized articles according to five additional topics: Food Security; Youth, Family, and Communities; Environmental Stewardship; Agricultural Systems; and Energy & Bioproducts. These categories align with those listed on the Land-Grant Impacts website to demonstrate cohesion and consistency across brands.



One of our main goals is to highlight the important work being done at member institutions. We continue to welcome press releases, videos, blog posts, and news articles from members of the land-grant system.

*To send suggested AgIsAmerica content, please email to [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com).*

## AGISAMERICA FEATURES SECTION

In order to increase brand awareness of AgIsAmerica and the land-grant system, we continued to populate our website's Features section. This functions as a newsfeed unique to AgIsAmerica. Specifically, our Features section hosts our monthly newsletter, our national press releases, and university content relevant to our goals and objectives. Since January 1, 2015, we shared eight pieces of collateral, averaging two features a month.

1. January 2015: Prairie Fare: Set Goals to Help Improve Fitness
2. January 2015: Top 4 Reasons to Shop at a Farmer's Market
3. February 2015: Undergraduates at the University of Arkansas Learn About Horticulture First Hand at the University's Fruit Research Station
4. February 2015: Why Ag Matters (AgIsAmerica's Monthly Newsletter)
5. February 2015: Land-Grant Universities Announce New System-Wide Online Resource
6. March 2015: March "Ag"ness
7. March 2015: Eleven Land-Grant Institutions Help Protect Pecan Yield
8. March 2015: Why Ag Matters (AgIsAmerica's Monthly Newsletter)

*To send suggested story pitches, opinion editorial pieces, or AgIsAmerica features, please email [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com) for consideration.*

## SOCIAL MEDIA

This quarter, we focused our social media efforts on increasing engagement between AgIsAmerica and key influencers identified through audience segmentation. Social media is an active, changing conversation, and in order to stay relevant and influential in our thought space, we continuously analyze our engagement efforts. From our analysis, we adopt the most effective tactics for grassroots, grasstops, and influencer outreach.

Across our social media platforms, we share impact statements that correspond to our editorial calendar, local news hooks, and national conversations. Investment and engagement in trending conversations is vital to the growth and continued success of the campaign. We ensure that AgIsAmerica inserts itself into ongoing industry-specific and broader conversations by creatively using trending hashtags and referencing current events.

This strategy serves two purposes. First, by providing this information to our follower base, we promote the multifaceted efforts from land-grant institutions, ensuring a united voice for the land-grant system across the entire campaign. Second, engaging influencers in these conversations helps to drive organic, sustainable traffic to our digital media platforms, which in turn, raise the profile of member universities and institutions.

*To share and suggest extension programming and research updates, please email [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com) and [collin.lever@kglobal.com](mailto:collin.lever@kglobal.com).*



## TWITTER

AgIsAmerica launched its Twitter account on September 12, 2011 and has gained 23,065 followers to date. Since Twitter is the leading “live” social media platform, it is important for AgIsAmerica to maintain a consistent newsfeed as well as effectively recruit and engage with followers. We have shifted from a recruitment posture to an engagement strategy in order to foster relationships and establish brand loyalty with influencers.

Previously, we focused on recruiting a mass of followers. Now, after achieving this audience, we are targeting our content in order to better activate our followers. This will help to amplify our signal, allowing information to be dispersed to an even wider audience.

We also use Twitter to cross-promote our other digital media platforms and traditional media efforts. Part of this increased engagement involves Retweeting and engaging in conversations with other influencers and organizations. By doing so, we carry traditional dialogues and relationships into an online setting.



We also engage in conversations with unaffiliated Twitter users who are interested in the topics covered by AgIsAmerica. Although unaffiliated users usually do not have high social media influence scores, called Klout scores, this engagement represents a long-term strategy of informal dialogue that will increase brand awareness and loyalty over time.

All of our key performance indicators have trended up month-over-month, including Views, Mentions, Retweets, Favorites, and Clickthroughs to the AgIsAmerica website. Averages for active days include:

Key Metric	Total
Impressions	11,1792
Engagements	1,923
Retweets	282
Favorites	238



During this quarter, we discussed the initial strategies and tactics behind organizing four regional Twitter Town Halls. Our goal is to improve engagement tactics, utilize audience segmentation tactics, and implement our message testing findings. More information about the regional Twitter Town Halls is forthcoming.

## FACEBOOK

Established on November 16, 2012, our AgIsAmerica Facebook has amassed to close to 13,000 fans. While this platform itself has lost a significant share of general usage to other platforms, it remains the largest. Thus, having an active, popular, and growing Facebook is integral to cementing a successful brand.

Like Twitter, we focused our strategies on user engagement and the application of our message testing findings. For example, toward the end of Q4, geotargeting posts became available on Facebook. Geotargeting posts allow us to pick where we would like Facebook users to view our post. When appropriate, we will use this tool as an audience segmentation and engagement tactic.



Throughout the quarter, we honed in on topics that resonated with followers and thereby, would increase our organic reach. As we continue to develop stronger relationships with universities and share targeted content, we have seen a drastic uptick in shares and increased reach through amplification of our posts. This increased our quarterly reach by 500%.

Key Metric	Total
Daily Engaged Users	1,063
Daily Total Reach	17,471
Daily Total Impressions	45,469

## YOUTUBE

Established February 2012, our YouTube channel has six playlists and a total of 159 videos to date, all of which highlight agriculture and educate viewers about the importance of the industry and the land-grant system. We also follow several land-grant university channels, specifically those dedicated to Cooperative Extension and Colleges of Agriculture. We then repurpose these videos on our channel and social media platforms. As an entirely visual social media platform, our goal on YouTube is to provide another outlet for the AgIsAmerica story and cultivate a collection of videos that vividly demonstrate the applications of teaching, research, and extension.

Although less user engagement takes place on the platform, YouTube remains an important facet of our overall engagement and cross promotion strategies. By sharing videos across platforms, we were able to increase overall engagement levels as well as highlight the work being done at schools in a more visual, entertainment-focused way.

AgIsAmerica currently maintains five playlists and is subscribed to 55 agriculture news channels to date.

### [Playlists]

AgKnowledge: “The more you know, the more you grow.”  
Videos: 29

Colleges of Agriculture in Action  
Videos: 63

Cooperative Extension in Action  
Videos: 51

The Land-Grant Mission  
Videos: 13

*To suggest additional accounts for AgIsAmerica to follow or videos to share, please email [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com) and [collin.lever@kglobal.com](mailto:collin.lever@kglobal.com).*

## #AGDAY2015

Ag Day 2015 was one of the most successful 24-hour periods in the history of the APLU campaign. Using a variety of trending topics, hashtags, targeted tweets, quotes, original custom graphics, and refined copy, we were able to achieve a level of reach that greatly exceeded our goals.

Essentially, Ag Day represented an ideal opportunity to insert AgIsAmerica into national conversations already occurring on social media platforms. Not only did we discuss the importance of Ag Day, but we also highlighted Ag Week. Our comprehensive engagement during Ag Week and Ag Day garnered significant returns for AgIsAmerica member institutions.



## Twitter

Key Metric	AgDay2015 (3/18)	Preceding Week (3/11-15)
Posts	8	33
Impressions	6,780	10,123
Impressions/Post	848	307
Engagements	302	171
Engagements/Post	38	5
Engagement Rate	4.5%	1.7%



Happy #AgWeek from @AgIsAmerica!  
#AgWeek2015



RETWEETS 5 FAVORITES 4

12:24 PM - 16 Mar 2015



MT: an early frontrunner for best meme of #AgDay2015 comes from @ISDAgov:



RETWEETS 27 FAVORITES 25

10:41 AM - 18 Mar 2015



Reply to @ISDAgov



48 Brad Moffitt @Brad\_Moffitt - Mar 18

"@AgIsAmerica: MT: an early frontrunner for best meme of #AgDay2015 comes from @ISDAgov: pic.twitter.com/21f99k2SDO"

RETWEETS 1 FAVORITES 1

## Facebook



Ag Is America

Posted by Ryan Schaefer (?) · March 18 at 10:13am · 🌐

Happy #AgDay!



1,084 people reached

Boost Post

Like · Comment · Share

👍 Lauren Rideg, Virgil Banda, Dolly Blankenship and 22 others like this.

🔗 8 shares



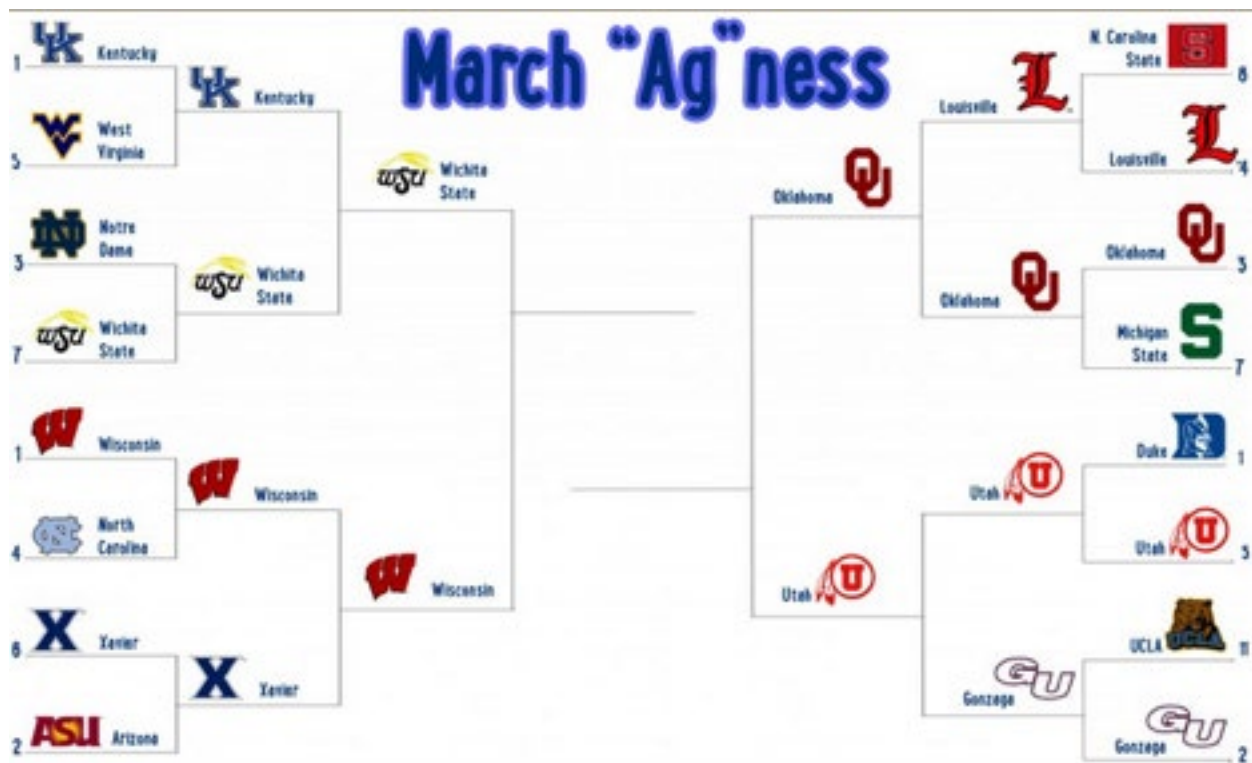
Write a comment...

Press Enter to post.

Key Metric	AgDay2015 (3/18)	Preceding Week (3/11-15)
Posts	5	8
Reach	1,853	4,268
Reach/Post	371	534
Likes	46	104
Shares	12	8

As a result of our efforts, we increased our organic reach and gained new followers, including a LeBron James promo and advertising account, which has 1.5 million followers, is now following AgIsAmerica. In addition, since our March “Ag”ness bracket was highlighted on our website under our Features Section, which continually drove social media traffic back to our website.

With the final four and championship game yet to come, we anticipate an increase in website conversation, social media traction, and ultimately, brand awareness.





## VI. National Impact Database

This quarter, we worked with the National Impact Database committee to execute our suggested marketing plan and prepare for the official launch of the Database and the website. We will continue to support the committee following the public launch of both the Land-Grants Impacts website and the National Impact Database.

We introduced the marketing plan for the National Impact Database in Q3 2014 and designed the marketing campaign to meet three goals:

- Reinforce the importance of continued and sustained federal funding for land-grant universities;
- Enhance land-grants' national and regional brand profile by demonstrating the impacts and highlighting the successes of the system;
- And increase the audiences' use and engagement of the Database.

In March, we successfully implemented our marketing plan for the public launch of the National Impact Database and its host the Land-Grant Impacts website. Working with the National Impact Database committee, we finalized national and university-specific press release templates with approved quotes from USDA-NIFA as well as the Board on Agriculture Assembly, issued an informational, internal document about the Database and the website for communicators, shared the university-specific press release template and hashtag with communicators and directors, created unique hashtags for the launch (#LGUImpact and #LGUimpacts), and coordinated with APLU to prepare collateral for *ECOP Monday Minute* and APLU's *A Public Voice*.

From March 2 – March 13, we issued original digital media content on AgIsAmerica's Facebook and Twitter pages, and this content resulted in over 3,000 views. As of March 13, the five AgIsAmerica tweets with the hashtag #LGUImpact resulted in 3,204 views and 109 engagements. The three AgIsAmerica posts with the hashtag #LGUImpact resulted in over 150 views. Likewise, we shared various tweets and Facebook posts from other land-grant universities and institutions related to the launch on the AgIsAmerica social media platforms.

We issued the national press release to over 100 Washington, DC – based reporters and contacts from top-tier, national outlets. That and other outreach resulted in 246 media hits and 19.8 million impressions and were included in our traditional media metrics. We shared the national press release on AgIsAmerica's website and social media platforms. On February 23, the APLU Public Voice collateral was shared online, and on March 2, the ECOP Monday Minute blog post was shared online and via email. Following March 2, several land-grant universities issued their own announcement, using the national press release as a template. These university efforts resulted in at least six additional media hits with almost 40,000 impressions.

Throughout the quarter, we participated in several calls with the committee. In January, we presented a final public launch date and final draft press releases. We collaborated with USDA-NIFA and APLU to obtain quotes. In February, we finalized the press releases, shared the university-press releases with communicators, and audited the public-facing website in preparation of the launch. On March 2, the website and Database were publically announced. Following the announcement, we shared updates and metrics with the committee members.

We continue to communicate with individual members of the committee and the committee at-large, coordinating our efforts with Cornerstone. Following the Database's public launch, we will continue to support the committee with any additional marketing tasks, share impact statements from the site on AgIsAmerica's platforms, promote use of the Database, reference the Land-Grant Impacts website, and utilize the #LGUImpact.

*To learn more about our marketing plan or obtain a copy of our report shared with the National Impact Database committee, please email [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com).*

## VII. 1890s 125th Anniversary

Last quarter, North Carolina A&T University approached us for assistance with national media outreach prior to and during the 125th Anniversary in April. In preparation of this anniversary, we developed a collaborative outreach plan that reinforces messaging from the 1890s Association as well as highlights the collective and individual importance of these universities. The crux of our outreach plan is collaboration between our traditional and digital media strategies.

First, we prepared for interaction with all 19 of the 1890s land-grant universities by following these institutions on their respective platforms. In April, we will heavily interact with the 1890s via original content creation and engagement. According to our editorial calendar, we will create one piece of original content for every 1890s university and engage with every 1890s university at least once.

Next, we identified the national print and broadcast influencers that would be interested in the 1890s land-grant university story. We created a national print and broadcast media list with close to 100 contacts and followed most of those media contacts on social media. We will use traditional media pitch tactics and follow-up on pitches with strategic social media engagement accordingly.

During March, we drafted national and suggested university content, such as press releases and advisory templates using the messaging already established by the 1890s Association. We also began sharing the 1890s story and news of the 125th anniversary with top-tier national contacts.

In April, we will fully execute our collaborative marketing and outreach plan. Specifically, we will follow-up with national media contacts using traditional and digital media tactics. We will publicize the Wellness Walk on social media, use the designated hashtag #Celebrate1890s, share the approved logo, and share suggested tweets from the 1890s Association. We will also issue a national press release across the wire and pitch to national contacts. We will also include the national press release in our next monthly newsletter, on our Features section, and share the press release on social media.

## VIII. Monthly Newsletter

In order to better highlight research and extension efforts as well as the stories that resonate with AgIsAmerica's audiences, we re-implemented a regular newsletter strategy. The newsletter is sent on behalf of AgIsAmerica and is sent through a program that allows us to analyze metrics in real time. Previously, we shared our newsletter "Why Ag Matters" on a weekly basis, but moving forward, we will issue our newsletter on a monthly basis and share its content across our digital media platforms.

Initially, we will send the newsletter to our internal audience, including university professionals, but in the coming months, we will execute a marketing strategy to encourage additional newsletter sign-ups. Specifically, we will design ads, send opt-in emails, and cross promote the content across AgIsAmerica platforms in order to invite members of the media, industry experts, Capitol Hill staff, and other influencers to subscribe to the newsletter.

We issued our first newsletter in early March to 368 internal contacts. We had an open rate of 33% and link click through rate of 30%, which reflects an overall net positive change from our last newsletter in December 2013. The newsletter was also shared by Western Association of Agricultural Experiment Directors (@WAAESD) on Twitter with the #LGUimpact, which was the unique hashtag we developed for the National Impact Database launch.

*To view the text of our first newsletter, please reference Appendix E. To view the metrics from our this newsletter, please reference Appendix F.*

We just issued our second newsletter to 377 internal contacts on April 1. After one day, we had an open rate of 33% and link click through rate of 16%. We will continue to monitor the reach of this newsletter.

*To view this newsletter, please reference Appendix G. To view the metrics from our this newsletter, please reference Appendix H.*

As of April 1, our newsletter list consists of 377 contacts, and we have received zero unsubscribes. However, in the coming months, we will execute an aggressive external marketing rollout strategy to test the right time and days to best reach our subscribers as well as to expand our subscription list.

Working with Cornerstone, we will invite members of the media, industry experts, Capitol Hill staff, and other influencers to subscribe to the newsletter. Specifically, we will issue customized invitations via email, invite influencers via direct messages on social media, and encourage signups with subscription advertising on our digital media platforms. By expanding our newsletter list, we will increase the number of subscribers and general awareness of the AgIsAmerica campaign and the land-grant system. More information on our newsletter expansion is forthcoming.

*To sign-up for our monthly newsletter, please email [ashley.hawn@kglobal.com](mailto:ashley.hawn@kglobal.com) or visit [agisamerica.org](http://agisamerica.org).*

## VIII. Appendices

APPENDIX A: Sample Media List Snapshot

APPENDIX B: Sample Editorial Calendar

APPENDIX C: February 2015 Press Release

APPENDIX D: March 2015 Press Release

APPENDIX E: First Newsletter Text

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APPENDIX G: Second Newsletter Text

APPENDIX H: Second Newsletter Metrics

## APPENDIX A: Sample Media List Snapshot

Outlet	Media Type	First Name	Last Name	Contact Title	Contact Topic	Twitter	Email	Phone	Contact Profile	Outlet Profile
Ag Talk - KJTV-AM	Radio Show	Eddie	Griffis	Host	Agriculture & Farming		egriffis@ramarcom.com	+1 (806) 748-9360		Show featuring agriculture, farming and ranching issues. Established in 1962 and written for persons involved in the marketing and sales aspects of the agricultural industry. Regular issue features include analysis of marketing strategies, agri-case studies and reviews of current market trends. The show covers news that affects agriculture business and industry. Also includes market updates.
Agri Marketing	Magazine	Lynn	Henderson	Publisher & Editorial Director	Agribusiness	<a href="http://twitter.com/AgriMarketing">http://twitter.com/AgriMarketing</a>	lynnh@agrimarketing.com	+1 (515) 344-7673	Henderson is the Publisher and Editorial Director of Agri Marketing. He also is the Web site editor of Agri Marketing. Schumacher is an Agriculture and Farming Director who handles all related news content for KTRS-AM. He delivers farming and agriculture reports in the mornings.	Podcast is available. Editorial content includes the latest updates on farm policy, commodity and conservation programs, trade, food safety, rural development and environmental and regulatory programs.
Agri-Biz with Dave Schumacher - KTRS-AM	Radio Show	Dave	Schumacher	Host	Agriculture & Farming		farmguy@juno.com	+1 (314) 453-5510		
Agri-Pulse	News Web Site	Sarah	Gonzalez	Associate Editor	Agriculture & Farming		sgonzalez@agri-pulse.com	+1 (202) 547-5588	Gonzalez is an Associate Editor at Agri-Pulse and covers Agriculture. Contact via e-mail.	
AgriTalk - Sirius XM Radio	Radio Show	Michael	Adams	Host	Agriculture & Farming; Agribusiness	<a href="http://twitter.com/agritalk">http://twitter.com/agritalk</a>	host@agritalk.com	+1 (314) 372-3547	Adams leads the on-air content and direction of the program as Host. Adams is interested in all topics related to agriculture and rural life. Send press releases by e-mail or fax.	Agritalk is a radio show geared to rural America covering food, fuel, farms, education, politics, public safety and other issues important to small towns. The show deals with various agriculture-related topics, including technological developments, advice about planting, weather and its effects, agricultural fairs and shows, and political news affecting the country's farmers. It features guest appearances as well as caller-driven segments. The program can be heard on various affiliates in 20 states. The audience primarily consists of farmers, ranchers, and other food producers, suppliers, and consumers. There are no specific deadlines or lead times for the program. All pitches, press releases, and other related materials should be directed to the show's producer. The show is syndicated by Vance Media. The program airs on Sirius XM's Rural Radio channel 80 at 2 PM Monday through Friday.
AgriTalk - Sirius XM Radio	Radio Show	John	Herath	Producer	Agriculture & Farming; Agribusiness		jherath@farmjournal.com	+1 (314) 569-2700 ext. 208	Herath is Producer of Agritalk and Doane Broadcasting. He is looking for stories about agriculture, rural affairs and finance. Send press releases by e-mail or fax.	Agritalk is a radio show geared to rural America covering food, fuel, farms, education, politics, public safety and other issues important to small towns. The show deals with various agriculture-related topics, including technological developments, advice about planting, weather and its effects, agricultural fairs and shows, and political news affecting the country's farmers. It features guest appearances as well as caller-driven segments. The program can be heard on various affiliates in 20 states. The audience primarily consists of farmers, ranchers, and other food producers, suppliers, and consumers. There are no specific deadlines or lead times for the program. All pitches, press releases, and other related materials should be directed to the show's producer. The show is syndicated by Vance Media. The program airs on Sirius XM's Rural Radio channel 80 at 2 PM Monday through Friday. Focuses on what's new in the world of agribusiness, targeting agricultural marketing & communications professionals.
AgWired Arkansas Agriculture	Blog Magazine	Chuck Steve Gregg	Zimmerman Eddington Patterson	Blogger Executive Editor	Agribusiness Agriculture & Farming	<a href="http://twitter.com/agriblogger">http://twitter.com/agriblogger</a>	chuck@zimmcomm.biz steve.eddington@arfb.com gregg.patterson@arfb.com	+1 (501) 228-1383 +1 (501) 228-1282	Zimmerman is the Co-Editor for Domestic Fuel. He is also a blogger for AgWired, Precision Pays, MOBeef Update and World Dairy Diary. Contact him via e-mail.	The outlet offers RSS (Really Simple Syndication) and a Podcast.
Arkansas Business Outlet	Magazine	Jan	Cottingham	Managing Editor	Business; Non-Profit; Agriculture & Farming	<a href="http://twitter.com/arkbusiness">http://twitter.com/arkbusiness</a>	jcottingham@abpg.com	+1 (501) 372-1443	Cottingham is the Managing Editor of Arkansas Business and handles Non-profit and Agriculture topics. She can be reached via e-mail.	Launched in 1984 and written for the Arkansas business community. Topics covered include the use of technology in business, real estate, transportation, banking, law, manufacturing, retail, utilities, healthcare, the hospitality industry and business regulations.



## APPENDIX B: Sample Editorial Calendar

**NEWS HOOKS:** Here are some suggested national news hooks for February and March. Keep in mind that [2015 is the International Year of Soils](#).

### FEBRUARY 2015

- Canned Food Month
- National Heart Month
- National Grapefruit Month
- 2/27: National Strawberry Day

### MARCH 2015

- National Fresh Celery Month
- National Nutrition Month
- National Caffeine Awareness Month
- 3/20: First Day of Spring
- 3/22: National Water Day

## APPENDIX C: February 2015 Press Release

### **LAND-GRANT UNIVERSITIES ANNOUNCE NEW SYSTEM-WIDE ONLINE RESOURCE** *Website Provides Access to Research and Extension Program Impact Across State and University System*

March 2, 2015

Washington, D.C. – Today, the [Land-Grant Impacts website](#), a public online resource that highlights the teaching, research, and extension efforts by the land-grant universities, was launched.

Specifically, the website provides access to university or regional-specific impact stories, which document the research and community programming planned, performed, and implemented by land-grant universities. The website, as a cooperative effort of the U.S. land-grant universities, represents a single voice for the universities' agricultural experiment stations and Cooperative Extension.

"The Land-Grant Impacts website is a new tool that will better inform the American people and the international community of the significant agricultural research, education and extension impacts taking place at land grant universities across our nation, which offer practical solutions to today's critical societal challenges. This website will help policy makers and the public learn more about this work that is partially supported with NIFA funding," **said Dr. Sonny Ramaswamy, director, National Institute of Food and Agriculture, U.S. Department of Agriculture.**

Impact statements relay the results and impact of local and regional research and outreach education programs. They include contact information for university research and extension project leads and updates on grant funding, project implementation, or community impact. Impact statements are categorized according to six focus areas: Food Security; Nutrition and Health; Youth, Family, and Communities; Environmental Stewardship; Agricultural Systems; and Energy and Bioproducts.

"Articulating positive changes as a result of Agriculture Experiment Station and Cooperative Extension research and education is critical today. The Board on Agriculture Assembly (BAA) celebrates the launch of this web site," **said Barbara Allen-Diaz, vice president, University of California, and chair, BAA Policy Board of Directors.** "Having a searchable source for outcomes of our work will help to communicate the value of our research and extension programs in our land grant universities."

The website also informs users about the history of the land-grant university system and how its mission has evolved since the systems' founding. Land-grant universities are committed to a three-fold mission of advancing learning, cultivating practical fields, and contributing to the economy. The website fully demonstrates why teaching, research, and extensions are interrelated and how they better our students, improve our communities, and benefit our country.

There are 238 public research universities, land-grant institutions, state university systems, and affiliated organizations across all 50 states, the four U.S. territories, the District of Columbia, Mexico, and Canada. The land-grant universities were founded in 1862 after Abraham Lincoln signed the Morrill Act, which granted each state funding to charter a university with the purpose to teach agriculture, military tactics, and the mechanic arts as well as classical studies to help members of the working class obtain a liberal, practical education.

#### **About Agriculture is America**

*Agriculture is America. In short, the agriculture industry — sustained in large part by the American land-grant university system through both Agricultural Experiment Stations and Cooperative Extension — is integral to jobs, national security, and health. For more information, visit <http://agisamerica.org>*

## APPENDIX D: March 2015 Press Release

### ELEVEN LAND-GRANT INSTITUTIONS HELP PROTECT PECAN YIELD

March 31, 2015

Washington, DC – More than 75% of the world's pecan crop is produced in the United States, and researchers and extension specialists from 11 land-grant universities are working together to ensure that pests don't affect crop yield. The project, titled S-1049 Integrated Management of Pecan Arthropod Pests in the Southern U.S., is a multistate research project that helps pecan growers learn more about affordable, environmentally friendly, and sustainable pecan pest management options. The project was the 2014 Southern Region nominee for the Experiment Station Section Excellence in Multistate Research Award and was recently selected as the region's 2015 nominee.

"Since 1972, S-1049 members have conducted experiments on over 300 acres of test fields across the country and collaborated with horticulturists and plant pathologists to develop best production practices to improve pecan nut quality and yields. This field data is critical to developing pest monitoring protocols and tools, like traps, treatments, and biological control options," **said Dr. Donn Johnson, former chair of S-1049 and Entomology Professor at the University of Arkansas.**

Pests that are not managed can severely damage harvests of marketable nuts. For instance, in Arkansas, the USDA Specialty Crop Block Grant Program, administered through the Arkansas Agriculture Department, funded S-1049 members so that they could issue a survey to pecan growers and visit 16 pecan groves. The survey and site visits enabled the members to identify production problems that required additional research. The S-1049 researchers noted that insects and disease in unmanaged groves caused more than 30% nut damage. However, several groves were following pest management recommendations and had reduced damage to nuts to less than 5%.

Using fewer but more effective and timely pest control treatments cuts growers' costs and reduces environmental as well as human health risks. In Texas, about 50% of pecan farmers have adopted the technology developed and recommended by S-1049 members. As a result, pesticide usage is about 192,000 kilograms per year less than in 1980 with a cost savings of \$4.4 million per year for these producers.

In addition, members of S-1049 train and educate pecan farmers, producers, and organizations about pecan production, pecan pest biology and pest management options. The project also includes a [website](#) where those interested and invested in the pecan industry can access management and assessment tools and information, including a real-time Pecan Nut Casebearer Risk Map.

"This map includes real-time trap data from approximately 100 pecan groves in the Southern Region. It's a useful tool that helps growers identify when to scout for egg hatch and decide if and when to apply treatments or biological control options," **said Dr. Marvin Harris, member of S-1049 and Entomology Emeritus Professor at Texas A&M University.**

Through these efforts, the S-1049 project helps to ensure that there is a continued availability of pecans, which have a number of human health benefits. Nuts, such as pecans, are low in sodium and full of fiber and healthy fats. Nut consumption may help with weight management and to help reduce the risk high cholesterol, heart disease, and diabetes.

The 11 participating land-grant institutions include:

- Auburn University
- Kansas State University
- Louisiana State University
- New Mexico State University

- Oklahoma State University
- Texas A&M University
- Texas A&M AgriLife
- University of Arkansas
- University of Florida
- University of Georgia
- University of Missouri

**About Agriculture is America**

*Agriculture is America. In short, the agriculture industry – sustained in large part by the American land-grant university system through Colleges of Agriculture, Agricultural Experiment Stations, and Cooperative Extension – is integral to jobs, national security, and health. To learn more, visit <http://agisamerica.org>.*

## APPENDIX E: First Newsletter Text

### WHY AG MATTERS

Your monthly snapshot of extraordinary work from the members of Agriculture is America!

This is a monthly email highlighting some of the stories featured on the Ag Is America website, Twitter feed, and Facebook page. Ag Is America's goal is to share the land-grant story with important legislative and media audiences, and our goal in sending this newsletter to you is to demonstrate the types of stories that resonate with our followers.

### National Impact Database Launched March 2

On March 2, the [National Impact Database Committee](#) announced the launch of the [Database](#) as well as the corresponding public facing [Land-Grant Impacts website](#). The Database is an internal resource that allows designated university contacts to upload and update impact statements, and the Land-Grant Impacts website highlights the land-grant story and impact for the general public. The Database is jointly sponsored by ECOP and ESCOP.

Here's what **Dr. Sonny Ramaswamy, director of National Institute of Food and Agriculture, U.S. Department of Agriculture said:** "The Land-Grant Impacts website is a new tool that will better inform the American people and the international community of the significant agricultural research, education and extension impacts taking place at land grant universities across our nation, which offer practical solutions to today's critical societal challenges. This website will help policy makers and the public learn more about this work that is partially supported with NIFA funding."

Here's what **Barbara Allen-Diaz, vice president, University of California, and chair of BAA Policy Board of Directors said:** "Articulating positive changes as a result of Agriculture Experiment Station and Cooperative Extension research and education is critical today. The Board on Agriculture Assembly (BAA) celebrates the launch of this web site. Having a searchable source for outcomes of our work will help to communicate the value of our research and extension programs in our land grant universities."

### Highlights in Research and Extension

- [UC Davis: Expanding California's Water Supply](#)
- [Oregon State University: OSU Makes Sure Fancy Foods Are Safe To Eat](#)
- [New Mexico State University: Is Effluent the Water of the Future? Scientists Invited to Discuss Issue in Rome](#)

### Top Tweets

@CornellCALS



@UF\_IFAS



@NDAgExpStation





**Fun Fact**

Did you know you could use a trombone to serenade cattle? Watch Farmer Derek Klingenberg do so [here](#).

**Share Your Story**

What has your university done to impact jobs, the economy, national security, water security, health or nutrition research and education?

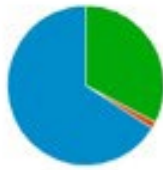
We'd love to hear your story. We're particularly interested in research accomplishments and extension efforts. Send your stories by tweeting at [@AgIsAmerica](#).

## APPENDIX F: First Newsletter Metrics

### Why Ag Matters: February 2015

Sent on 10 Mar 2015 to 368 unique subscribers in [List Imported for Why Ag Matters, February 2015](#)

[View](#) [Share Campaign](#) [Export Report](#)



**120 Unique opens**  
 52% total opens to date  
**5 Bounced**  
 1.36% couldn't be delivered  
**243 Not Opened**  
 Open rates are *only estimates*

33.06% of all recipients **opened so far**  
 30% **clicked a link** (36 people)  
 0% unsubscribed (0 people)  
 0 people marked it as spam (0%)  
 6 **shares** across Facebook, Twitter & email

#### Most popular links: [Full report](#)

CLICKS

Link to web-based version of this email	15
<a href="http://landgrantimpacts.tamu.edu">landgrantimpacts.tamu.edu</a>	13
<a href="http://landgrantimpacts.tamu.edu/about/team/land-grant-impacts">landgrantimpacts.tamu.edu/about/team/land-grant-impacts</a>	13
<a href="http://agisamerica.org/news/bsu-makes-sure-fancy-foods-safe-eat/">agisamerica.org/news/bsu-makes-sure-fancy-foods-safe-eat/</a>	12
<a href="http://www.northernag.net/AGNews/Ag...ing-the-Cows-to-Some-Sugar.aspx">www.northernag.net/AGNews/Ag...ing-the-Cows-to-Some-Sugar.aspx</a>	10

#### Top countries: [Full report](#)

OPENS

United States of America	501
Puerto Rico	4
Virgin Islands (USA)	3
Mexico	2
United Arab Emirates	1

## APPENDIX G: Second Newsletter Text

### WHY AG MATTERS

Your monthly snapshot of the extraordinary work from our land-grant universities, institutions, and Colleges of Agriculture compiled by Agriculture is America.

### March “Ag”ness



And, we're down to the final four! It's a face off between Wichita State, Wisconsin, Oklahoma, and Utah. Who do you think will come out on top? Tell us your predications by tweeting [@AgIsAmerica](https://twitter.com/AgIsAmerica).

Every game, we will roll out our picks for each match-up based on the farming prowess of the universities' home states. To view our bracket and learn more about March “Ag”ness, visit our [website](#).

### Eleven Land-Grant Institutions Help Protect Pecan Yield

More than 75% of the world's pecan crop is produced in the United States, and researchers and extension specialists from 11 land-grant universities are working together to ensure that pests don't affect crop yield. The project, titled S-1049 Integrated Management of Pecan Arthropod Pests in the Southern U.S., is a multistate research project that helps pecan growers learn more about affordable, environmentally friendly, and sustainable pecan pest management options. The project was the 2014 Southern Region nominee for the Experiment Station Section Excellence in Multistate Research Award and was recently selected as the region's 2015 nominee.

Here's what Dr. Donn Johnson, former chair of S-1049 and Entomology Professor at the University of Arkansas, said: “Since 1972, S-1049 members have conducted experiments on over 300 acres of test fields across the country and collaborated with horticulturists and plant pathologists to develop best production practices to improve pecan nut quality and yields. This field data is critical to developing pest monitoring protocols and tools, like traps, treatments, and biological control options.”

You can read more about S-1049 on [AgIsAmerica](https://www.agisamerica.com) and on the project's [website](#), which includes a real-time Pecan Nut Casebearer Risk Map.

Here's what **Dr. Marvin Harris, member of S-1049 and Entomology Emeritus Professor at Texas A&M University**, said: “This map includes real-time trap data from approximately 100 pecan groves in the Southern Region. It's a useful tool that helps growers identify when to scout for egg hatch and decide if and when to apply treatments or biological control options.”

### New Resource Showcases #LGUImpact

Did you know that there is land-grant university in every state and territory of the United States, including Washington, DC? Learn more about the history of land-grant universities and their three-fold mission of teaching, research, and extension on the Land-Grant Impacts website.

Earlier this month, the National Impact Database Committee announced the launch of this website along with an internal database that allows designated university contacts to upload and update impact statements. Specifically, the teaching, research, and extension updates highlight six areas of impact:

- Food Security
- Nutrition & Health
- Youth, Families, & Communities
- Environmental Stewardship
- Agricultural Systems

The National Impact is jointly sponsored by ECOP and ESCOP.

### Top Tweets

 AgIsAmerica @AgIsAmerica · Mar 16  
Kansas farmers who want to participate in farmers' markets can attend @KStateResExt workshops: [bit.ly/1Cift3u](http://bit.ly/1Cift3u)



View more photos and videos

 AgIsAmerica @AgIsAmerica · Mar 22  
Research from @OregonStateExt has shown that wine can be used to lose weight. Learn more: [bit.ly/1LwZ9kH](http://bit.ly/1LwZ9kH)



View more photos and videos

 AgIsAmerica @AgIsAmerica · Mar 22  
Tree fruit production is increasing thanks to doctors from @UMaineExtension. See more at [bit.ly/1xBnpq5](http://bit.ly/1xBnpq5)



View more photos and videos

### Highlights in Research and Extension

- University of Missouri: A Good Breakfast Every Day
- North Dakota State University: Do You Sit Most of the Day?
- University of California Division of Agriculture and Natural Resources: International Year of Soils Celebrates a Life-Sustaining Resource

### Fun Fact

Did you know that your grandparents spent more of their money on food than you do? Read more on **NPR's The Salt**.

What has your local land-grant university or institution done to impact jobs, the economy, national security, water security, health or nutrition research and education?

We'd love to hear your story. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your stories by tweeting at @AgIsAmerica.

We invite you to help our effort to communicate the value of land-grant universities by:

- Sharing this newsletter to make sure your colleagues know Ag Is America
- Providing us with the names and emails of any additional contacts who you wish to receive this newsletter
- Following us on Twitter and encouraging others to do the same: [twitter.com/AgIsAmerica](https://twitter.com/AgIsAmerica)

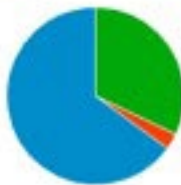
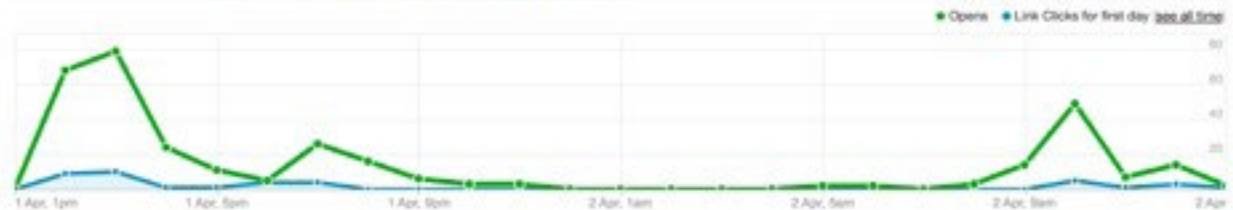
Retweeting content from @AgIsAmerica, mention us in your own tweets, and link to stories on [agisamerica.org](http://agisamerica.org).

## APPENDIX H: Second Newsletter Metrics

### Why Ag Matters: March 2015

Sent yesterday to 377 unique subscribers in [List Imported for Why Ag Matters: March 2015](#)

[View](#) [Share Campaign](#) [Export Report](#)



**121 Unique opens**  
334 total opens to date

**11 Bounced**  
2.92% couldn't be delivered

**245 Not Opened**  
Open rates are only estimates

**33.06%** of all recipients opened so far

**15.7%** clicked a link (19 people)

**0%** unsubscribed (0 people)

**0** people marked it as spam (0%)

**0** shares across Facebook, Twitter & email

Most popular links <a href="#">full report</a>	CLICKS
Link to web-based version of this email	13
<a href="http://agisamerica.org/march-2015-march-agness/">agisamerica.org/march-2015-march-agness/</a>	9
<a href="http://agisamerica.org/march-2015-elev...stitutions-help-protect-pecan-yield/">agisamerica.org/march-2015-elev...stitutions-help-protect-pecan-yield/</a>	4
<a href="http://agisamerica.org/news/praise-fare-do-you-sit-most-of-the-day/">agisamerica.org/news/praise-fare-do-you-sit-most-of-the-day/</a>	4
<a href="http://agisamerica.org">agisamerica.org</a>	2

Top countries <a href="#">full report</a>	OPENS
United States of America	315
Virgin Islands (USA)	1
Germany	0

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