

Q2/2015 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

Table of Contents

I. Executive Summary	3
II. Introduction	7
III. Traditional Media	8
IV. Digital Media	11
V. 1890s 125th Anniversary	17
VI. Monthly Newsletter	18
VII. Events	19
VIII. Miscellaneous	20
IX. Appendicies	21

I. EXECUTIVE SUMMARY

During this quarter, kglobal continued to bolster our traditional and digital media efforts as well as execute our national media plan for the 1890s' 125th Anniversary. In addition, we issued three monthly newsletters as well as one promotional newsletter for our inaugural Twitter Town Hall. We attended three events where we discussed the importance of AgIsAmerica and shared updates with internal stakeholders from communications specialists to deans and directors. All of these tactics represent means to increase awareness of AgIsAmerica as well as highlight our themes of health, nutrition, and water security.

TRADITIONAL MEDIA

We coordinated with researchers, scientists, and communications specialists to draft and place numerous local and national land-grant studies. These stories resulted in almost 700 national and local media hits and over 62 million impression, which is measured by circulation numbers and website traffic. The stories were also shared with our audiences using our monthly newsletter, website, and social media platforms.

These stories showcased the local, regional, and national research, teaching, and extension efforts by land-grant universities, institutions, and Colleges of Agriculture. We used these stories to highlight multistate projects, demonstrate the value of the land-grant system as a whole, and provide a single voice for all participating universities and institutions.

In our message testing research, we found that scientists and researchers were overwhelmingly regarded as the most credible authority figures when discussing topics related to water security and food and nutrition. To incorporate this finding, we included more quotes from scientists and researchers in our traditional media collateral. Our goal was to demonstrate their authority as well as the importance of their teaching, research, and extension.

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.

DIGITAL MEDIA

We continued to dramatically increase engagement across all AgIsAmerica digital platforms, including our website, Twitter, Facebook, and YouTube. We have increased website traffic by 38.54%, the average Twitter engagement rate by 28.94%, Facebook reach by 215%, and overall social media engagement by 136%.

We used the AgIsAmerica website to provide a unified voice for the land-grant system and highlight our themes of health, 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 updated our message copy to reach a larger segment of our audiences, including members 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 reach specific regions and demographics as well as demonstrate the creditability of scientists and researchers. By hosting a Twitter Town Hall with Montana State University, we were able to focus on our audiences in the Western Region, such as local stakeholders like the Montana Stock Growers Association. The Town Hall also helped us to connect with national influencers, such as USDA-NIFA and the House and Senate Agriculture Committees. Overall, the Town Hall was a successful vehicle in which we were able to enhance brand identity and increase organic engagement.

This quarter, our digital media strategy emphasized identifying and recruiting a larger number of influential followers 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 bolstering our direct engagement strategies to reach and recruit online influencers. We will continue to place additional focus on engaging directly with agricultural professionals, students, and academics associated with land-grant universities as well as direct outreach to federal and state officials.

DIGITAL MEDIA



All of our digital platform engagement continues to dramatically increase.

Website Traffic **38.54%**

Twitter Engagement **28.94%**

Facebook Engagement **215%**

Overall Social Media Engagement **136%**

Twitter Town Hall **4,240,762 IMPRESSIONS**

1890s 125th ANNIVERSARY

Last year, North Carolina A&T University approached us for assistance with national media outreach to publicize the 125th Anniversary of the Second Morrill Act. We developed a collaborative digital media and traditional media outreach plan that supports the 1890s institutions and reinforces messaging from the 1890s Association.

We publicized the 1890s Wellness Walk and 125th Anniversary and shared this story with local and national audiences. On April 23, we also shared this story in our May 1 newsletter, and it is currently listed as a Feature on our website.

In April, we also completed our aggressive original and organic engagement strategy with the 1890s. We began our engagement by following all 19 of the 1890s land-grant universities on social media. We engaged with every university at least twice on social media and published numerous stories from the 1890s institutions on our website. To marry our traditional and digital media efforts, we created a national print and broadcast media list with close to 100 contacts, all of whom we followed last quarter on social media.

We continue to support the 1890s with overall strategic communications strategies, traditional media efforts, and digital media as we prepare for their summer meetings on Capitol Hill, exhibits at the Library of Congress, and National Prayer Day on August 30. Specifically, we will continue to work with designated contacts to finalize press collateral, such as a commentary piece, as well as execute our local and national media outreach.

MONTHLY NEWSLETTER

In order to better highlight the Colleges of Agriculture, research updates, extension efforts, and acknowledge the land-grant university stories that resonate with our audiences, we re-implemented a regular newsletter. Since re-implementing our newsletter and initiating a social media signup campaign, we have seen a tremendous growth in organic signups from our website. Our list has grown from 86 in 2012 to 422, including 53 subscribers from our website.

The newsletter is sent via email, posted on our website, and shared across our social media platforms. We also encourage newsletter signups with a “subscribe” button on the AgIsAmerica website and regular social media posts. Previously, we shared our newsletter on a weekly basis, but in order to better manage relationships, we issue our newsletter on a monthly basis. Our newsletters have consistently garnered an average 33% open rate and an average 17% click rate.

We continue to send the newsletter to our internal audience, including university professionals. However, we will execute an aggressive external marketing rollout strategy to garner increased newsletter signups and therefore, overall awareness of land-grant universities and AgIsAmerica. Working with Cornerstone, we will invite members of the media, industry experts, congressional staff, and other influencers to subscribe to the newsletter.

EVENTS

This quarter, we attended three events where we discussed the importance of AgIsAmerica, highlighted best branding and messaging practices, and shared AgIsAmerica updates with internal stakeholders, from communications specialists to deans and directors. At the CMC meeting, we continued to provide updates on our efforts and discuss the importance of pinpointing your audiences, messages, messengers, and media to reach your audiences and deliver your messages. At the PILD meeting, we gave a presentation with Cornerstone where we discussed the importance of engaging elected officials, especially Members of Congress. We divulged best practices for obtaining congressional meetings as well as best practices for conversing with Members of Congress and their staff.

In June, we attended the Association for Communications Excellence (ACE) conference. We gave a presentation with the University of Georgia and Louisiana State University regarding the importance of the National Impact Database and impact statements. Our goal was to encourage our audience to use the Database, explain how to share impact statements with influencers, and engage with AgIsAmerica. We continually stressed the need for future collaborative efforts. Overall, our presentation was well received and reinforced the desire for impact statement writing and input training year-round as well as the importance of expounding the AgIsAmerica campaign.

MISCELLANEOUS

This quarter, we began to work more closely with USDA-NIFA to better highlight the importance of NIFA funding and how it contributes to the land-grant story. We meet with Dr. Sonny Ramaswamy’s Communications Director Ginny Bueno at kglobal HQ. During our meeting, we discussed ways in which we can better collaborate. We devised an action plan with specific tasks, such as sharing our editorial calendar and promoting the #NIFAimpacts, among others. We will have a follow-up, collaborative brainstorm meeting with Ginny’s team later this month to discuss our action plan and collaborative efforts in further detail.

We also serve on the advisory committee for the ECOP social media campaign. On the committee, we help guide the content, messaging, and strategy for ECOP’s Twitter and Facebook following the Centennial Celebration. We now include the ECOP social media associate on our editorial calendar listserv and continue to share news hooks and other collateral. This has resulted in better engagement and coordination between AgIsAmerica and ECOP.

We continue to serve on the National Impact Database Committee and participate in committee meetings. Specifically, we continue promote the Land-Grants website and National Impact Database every time we use or share the #LGUImpact. Every time we use a story from the Database or website on our platforms, we use the hashtag in conjunction with those stories. We also encourage other land-grant institutions to do the same.

II. INTRODUCTION

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

- Traditional Media
- Digital Media
- 1890s 125th Anniversary
- Monthly Newsletter
- Events
- Miscellaneous

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 positive impact, we specifically featured messages and stories related to our themes of health, nutrition, and water security.

Our traditional media and digital media strategies along with our monthly newsletter and lessons learned from our message testing are tools with which we can use to meet our primary goal: educating our audiences — namely, Members of Congress, industry leaders, and the media — about the importance of the American land-grant university system and its contribution to all facets of society.

III. TRADITIONAL MEDIA

During the quarter, we implemented an aggressive traditional media strategy, encompassing both print, broadcast, and corresponding online news sites. These efforts resulted in almost 700 media hits with over 62 million impressions as well as significant engagement with media contacts and influencers. Overall, we bolstered our traditional media efforts by sharing land-grant stories with national audiences, better establishing scientists and researchers as both messengers and credible sources of information, and continuing to actively build working relationships with university communications specialists and the media.

We executed our strategy by continuing to expand our media lists as well as our editorial calendar. Our media list includes a variety of contacts from trade publications, community newspapers, radio shows, and national outlets. We regularly updated our media list based on recent news articles and engagement activity. We also regularly update our editorial calendar with local, regional, national, and evergreen news hooks. Ultimately, we utilized our media lists and editorial calendar to marry our traditional media and digital media strategies.

MEDIA LISTS

In order to familiarize more media contacts with the AgIsAmerica campaign, we expanded our media lists and have created media lists that reflect both location and beat, or a reporter's topic of interest and area expertise. 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.

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 numerous media contacts, and as previously discussed, we greatly expanded our media list to include additional influencers: from beat reporters to writers at trade publications.

We have interacted with media influencers via email, phone, and social media. We specifically used Twitter as our primary social media. We crafted personalized tweets to bloggers, beat reporters, and news outlets to share university stories and updates. We also began sharing more articles written by land-grant universities and featured on online news sites; we call these articles "engagement articles."

Although we do not write summaries of our engagement articles for our website, we connect with the articles' authors and acknowledge the specific land-grant university or universities mentioned in the article. By doing so, we created opportunities for engagement between members of the media, universities, and AgIsAmerica as well as demonstrated that our campaign is tapped into local, regional, and national media conversations surrounding the land-grant system. Overall, our engagement article strategy continues to enhance 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 with local, regional, national, and evergreen news hooks from April through July. Our editorial follows the legislative calendar, highlights national observances, and includes university-specific events, such as extension workshops and research milestones. Our editorial calendar helps us prioritize content for each day, week, and month as well as ensures that our efforts are coordinated across mediums.

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 our themes of health, nutrition, and water security.

We also match university stories to our news hooks. By doing so, we help universities participate in timely, relevant conversations occurring in traditional media as well as on Twitter – the social media platform where reporters, bloggers, and news affiliates congregate – and Facebook, the largest social media platform.

In addition, we continue to share our editorial calendar with university communications specialists on a monthly basis. We continue to receive positive feedback regarding this effort as communications specialists continue to suggest stories, impact statements, news hooks, and retweets.

Since we first implemented these regular emails last year, we have noticed that many of our contacts have incorporated the recommended news hooks into their own stories. For instance, Mississippi State University capitalized on May as Older Americans Month and North Dakota State University on June as National Picnic Month.

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

To receive our news hooks and editorial calendar, please email ashley.hawn@kglobal.com.

RELATIONSHIP WITH UNIVERSITY COMMUNICATIONS SPECIALISTS

During the quarter, we identified and communicated with representatives at every university in our designated districts on a regular basis. By fostering these relationships, kglobal receives 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 communications specialists respond with additional news hooks or relevant stories, which are then reviewed for traditional media and digital media opportunities. Our editorial calendar listserv has greatly expanded since we first implemented this regular email correspondence last year. Currently, our listserv has over 80 contacts, which we recruited organically.

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 encourage more university professionals to sign up for our newsletter. We will discuss the newsletter in detail later in this report.

TRADITIONAL MEDIA EFFORTS

Because of our traditional media efforts, we were able to highlight multiple land-grant universities and institutions in our designated districts, garnering almost 700 media hits totaling over 62 million impressions. Throughout the quarter, we worked with land-grant university communications specialists and other staff to develop and share national-level land-grant stories. These stories showcased multistate or regional teaching, Cooperative Extension, and Agricultural Experiment Station efforts. By highlighting multistate or regional efforts, we are able to better highlight the land-grant system as a whole as well as demonstrate the national and regional impact of land-grant teaching, research, and extension.

April Feature Story: 19 Historically Black Land-Grant Universities Commemorate 125th Anniversary of 1890 Morrill Act

To view this story in full, please reference Appendix B.

May Feature Story: Land-Grant Institutions Help Motivate Children, Parents to Increase Calcium Intake

To view this story in full, please reference Appendix C.

June Feature Story: Twelve Land-Grant Institutions Contribute to Soil Science, Impact Resource Management

To view this story in full, please reference Appendix D.

Next quarter, we will continue to implement our national story placement and Feature Story strategy and continue to bolster our existing regional and local story placement. We will also be working with the Western Association of Agricultural Experiment Directors on two multistate research stories (one on micro-irrigation and one on volunteer weather monitoring). This quarter, both stories were accepted for publication in Rural Connections, a magazine published by the Western Rural Development Center. The stories are expected to be featured in the October 2015 issue.

IV. DIGITAL MEDIA

WEBSITE

The AgIsAmerica 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. Specifically, 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, such as our monthly newsletter.

Between April 1, 2015 and June 31, 2015, we added a total of 90 new stories, such as the University of California Agriculture and Natural Resources story below. We have also increased new users by nearly 34% and overall pages visited increased by 39%.

This quarter, we were able to increase user activity on the website due to enhanced user experience (UX). As part of enhancing our UX, we continue to create new content and refine content copy. In order to maintain current traffic and drive new traffic to the website, we will continue to improve these UX aspects as well as emphasize cross-platform promotion.

In an effort to marry quality and quantity, we share between 10 and 15 university articles to the AgIsAmerica website each week. We categorize articles according to the following topics: Water Security; Nutrition & Health; 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 platforms and brands.

High-Density Planting of Avocados Boosts Yield

The University of California helped grow the the avocado industry this season. The UC Agriculture and Natural Resource department conducted a study on high density planting by increasing per-acre yield of avocados, with promising results. Not only is avocado production increasing, but now more farmers are staying in business. The success of the study increased avocado production for most farmers from an average of 7,000 pounds per acre to 13,000 pounds per acre.

[Read more here!](#)

Wednesday, June 24, 2015

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

To send suggested AgIsAmerica content, please email to ashley.hawn@kglobal.com.

AGISAMERICA FEATURES SECTION

In order to increase awareness of AgIsAmerica and the land-grant system, we continued to populate our website's Features section, which functions as a newsfeed unique to AgIsAmerica. To demonstrate, this section hosts our monthly newsletter, our monthly feature stories, and content relevant to our goals and objectives. Since April 1, 2015, we have shared 10 new pieces of collateral.

1. April 2015: Why Ag Matters (AgIsAmerica's Monthly Newsletter)
2. April 2015: 19 Historically Black Land-Grant Universities Commemorate 125th Anniversary of 1890 Morrill Act
3. April 2015: UC to Study the Fate of Street Trees Grown in Increasingly Popular Bioswales
4. May 2015: Why Ag Matters (AgIsAmerica's Monthly Newsletter)
5. May 2015: Tom Vilsack, Secretary of Agriculture, On Why He Serves
6. May 2015: Land-Grant Institutions Help Motivate Children, Parents to Increase Calcium Intake
7. June 2015: Why Ag Matters (AgIsAmerica's Monthly Newsletter)
8. June 2015: Twelve Land-Grant Institutions Contribute to Soil Science, Impact Resource Management
9. June 2015: Ag Is America & Montana State University Twitter Town Hall
10. Q&A With Purdue, Oklahoma State, and Oregon State Universities

The most recent feature, Q&A With Purdue, Oklahoma State, and Oregon State Universities, represents another way we will validate the creditability of scientists and researchers as messengers, a lesson garnered from our message testing. "Meet the Researcher" or "Meet the Researchers" will be a unique monthly feature, and every month, we will highlight a researcher or a group of researchers who work on the same initiative in a Q+A format. This Q+A will be shared across traditional and digital media.

To view our first Q+A, please reference Appendix E.

To suggest AgIsAmerica features, please email ashley.hawn@kglobal.com for consideration.

SOCIAL MEDIA

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

Across our social media platforms, we shared impact statements that corresponded to our editorial calendar, local news hooks, and general national conversations. Since investment and engagement in trending conversations is vital to the growth and continued success of the campaign, this quarter, we participated in ongoing industry-specific and broader conversations. To help our efforts, we creatively used trending hashtags and referenced current events.

This strategy served two purposes. First, by providing this information to our follower base, we promoted 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 helped to drive organic, sustainable traffic to our digital media platforms, which in turn, raised the profile of member universities and institutions.

To share and suggest research, teaching, or extension updates, please email ashley.hawn@kglobal.com and collin.lever@kglobal.com.

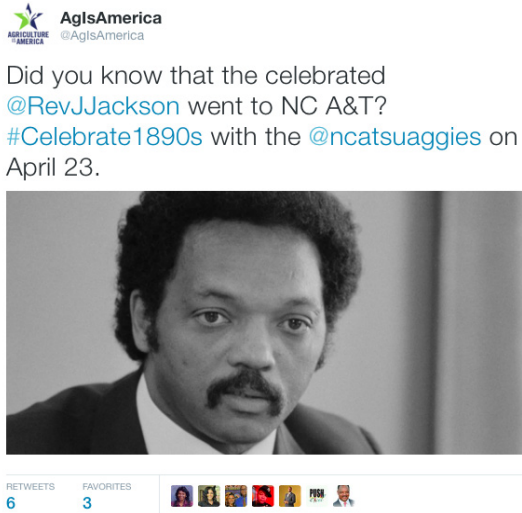
TWITTER

AgIsAmerica launched its Twitter account on September 12, 2011 and has gained 22,950 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 strategy to an engagement strategy in order to better foster relationships and establish brand loyalty with influencers.

Previously, we focused on recruiting a mass of followers. Now, after achieving this, 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. During this quarter, we utilized more direct advocacy-based engagement tactics with federal elected officials.

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



We also engaged in conversations with unaffiliated Twitter users who were interested in our news items. Although unaffiliated users usually do not have high social media influence scores, called Klout scores, this engagement represents a long-term strategy of creating 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 click-throughs to the AgIsAmerica website. Averages for active days include:

KEY METRIC	Q1	Q2	% CHANGE
Impressions	92,830	168,790	81.83
Engagements	1,617	2,085	28.94
Retweets	253	327	29.25
Favorites	215	277	28.84

During this quarter, we discussed the initial strategies and tactics behind organizing four regional Twitter Town Halls. Our goal behind these Town Halls is to improve engagement tactics, utilize audience segmentation tactics, and implement our message testing findings. We held our first Twitter Town Hall in June. We focused on the Western Region to highlight teaching, research, and extension efforts in one of our new designated states, Montana.

Montana State Univeristy Twitter Town Hall

To promote the Town Hall and encourage engagement, we issued a call to action at the onset of our Town Hall to our newsletter list. The promotional newsletter titled “Happening Now: Twitter Town Hall” resulted in a 30% open rate and 6% click-through rate. We also shared this collateral with the communications specialists, deans, and directors who receive our regular editorial calendar.

Overview

The goal of this Twitter Town Hall was to establish credibility and raise awareness about the AgIsAmerica brand while simultaneously fueling interest and discussion surrounding land-grant universities, particularly Montana State University (MSU). We used carefully structured messaging and audience segmentation tactics to achieve these goals.



Our Results

This was the first Twitter Town Hall we have hosted for the AgIsAmerica campaign. With the help of Jenny Lavey and Nilam Patel from MSU, we created significant buzz around the event and the hashtag “#BigSkyAgChat.” We were lucky to receive help from Jenny, Nilam, and the researchers from MSU – Dr. Anton Bekkerman, Dr. Tony Hartshornm, and Dr. Tracy Dougher. They greatly contributed to the conversation and the overall success of the event.

The event itself was a great success and far exceeded our expectations. In just over an hour, #BigSkyAgChat garnered over 4.2 million impressions, a reach of almost 89,000, and an estimated 1,000 engagements. @AgIsAmerica was mentioned over 150 times in that hour, and #BigSkyAgChat was used almost 1,500 times.

KEY METRIC	#BigSkyAgChat
Impressions	4,240,762
Reach	88,802
Uses	+1,500
Engagements	+700

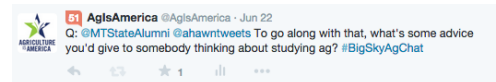
Engagements

We were thrilled by the involvement of third party stakeholders from a wide range of fields including media, trade groups, education, other public land-grant universities, private citizens, and statewide organizations.

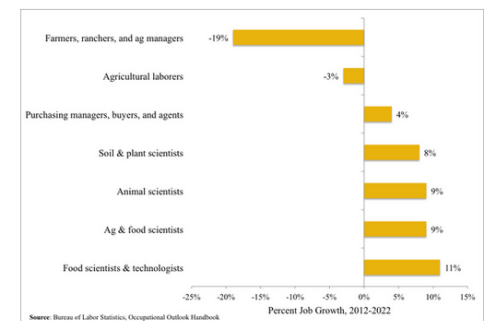
Importantly, AgIsAmerica worked to ensure that we engaged with every Member on the House and Senate Agriculture committees as well as the Montana delegation before and during the Town Hall.

Examples of third party stakeholders who participated in the #BigSkyAgChat Twitter Town Hall include:

- USDA-NIFA
- The Associated Press
- PBS
- NorthernAgNet
- Montana Stock Growers
- Future Farmers of America
- Senate Agriculture Committee
- House Agriculture Committee
- University of Florida IFAS
- Cattle Business Weekly
- University of Wyoming
- University of Delaware
- Women Stepping Forward in Agriculture
- Sustainable Origins



@AgIsAmerica @MTStateAlumni @ahawntweets #BigSkyAgChat Learn the science: that's where the jobs are



- Montana Women Involved in Farm Economics
- Texas A&M University

Topics

The Twitter Town Hall focused on issues related to soil, production farming, youth in agriculture, and education.

Takeaways

As discussed above, we believe this event was a huge success. We demonstrated that AgIsAmerica is an active, engaged brand, and has embraced Twitter as an important vehicle for connecting with followers. We also developed a model that we can expand on for future social media engagement. The same goes for MSU.

Additionally, we learned that cross promotion and direct outreach are key components of events like this; they should happen consistently and early. Our biggest takeaway, however, was insight into our followers, who were excited to pick the brain of some of Montana's most respected scientists. These takeaways provide an assortment of opportunities to leverage for future engagement.

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 2014 Q4, geotargeting posts became available on Facebook. Geotargeting posts allow us to pick where we would like Facebook users to view our post, and when appropriate, we used 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

 **Ag Is America**
Published by Ryan Schaefer [?] · May 26 · 🌐

Jump on the hummus bandwagon with Virginia State University.
#LGUImpact



Getting On The Hummus Bandwagon - AG is America
Virginia State University Agriculture students are investigating better ways to make, package, and store hummus.
AGISAMERICA.ORG

238 people reached [Boost Post](#)

[Like](#) · [Comment](#) · [Share](#)

 **Ag Is America**
Published by Ryan Schaefer [?] · June 30 at 9:00pm · 🌐

We talked with researchers from Purdue University, Oklahoma State University, and Oregon State University about a multistate research project. Find out what they said by clicking the image below:



June 2015: Q&A with Purdue, Oklahoma State, and Oregon State Universities - AG is America
See our conversation!
AGISAMERICA.ORG

258 people reached [Boost Post](#)

[Like](#) · [Comment](#) · [Share](#)

👍 Matt Gullbeau, Tim Akins, Sandy Lovfald and 2 others like this.

our organic reach. As we continue to develop stronger relationships with universities and share content of interest to our audiences, we have seen a drastic uptick in shares as well as increased reach through amplification of our posts. Overall, this engagement increased our quarterly reach by 215%.

KEY METRIC	Q1	Q2	% CHANGE
Daily Engaged Users	987	3,261	230.40
Daily Total Reach	16,116	50,767	215.01
Daily Total Impressions	40,003	110,828	177.05
Daily Total Post Impressions	34,886	109,667	214.36

YOUTUBE

Established February 2012, our YouTube channel has four playlists and to date, a total of 193 videos, all of which educate viewers about the importance of the agriculture and the land-grant system. We also follow several land-grant university channels, specifically those dedicated to Cooperative Extension and Colleges of Agriculture. We repurpose several land-grant videos on our channel and social media platforms. As an entirely visual social media platform, our goals for YouTube entail providing another outlet for the AgIsAmerica story and cultivating a collection of videos that vividly demonstrate the applications of teaching, research, and extension.

Although less user engagement takes place on this platform, YouTube remains an important facet of our overall engagement and cross promotion strategies. By sharing videos across our digital media platforms, we were able to increase overall engagement levels.

As mentioned above, AgIsAmerica currently maintains four playlists and is subscribed to 34 agriculture news channels to date.

[Playlists]

AgKnowledge: "The more you know, the more you grow."

Videos: 42

Colleges of Agriculture in Action

Videos: 77

Cooperative Extension in Action

Videos: 59

The Land-Grant Mission

Videos: 15

To suggest additional accounts for AgisAmerica to follow or videos to share, please email ashley.hawn@kglobal.com and collin.lever@kglobal.com.

V. 1890s 125th ANNIVERSARY

Last December, 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 was the collaboration between our traditional and digital media strategies.

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

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 used traditional media pitch tactics and will continue to follow-up on pitches with strategic social media engagement into July accordingly.

On April 23, we fully executed our collaborative marketing and outreach plan. Specifically, we reconnected with national media contacts using traditional and digital media tactics. We publicized the Wellness Walk on social media, used the designated hashtag #Celebrate1890s, shared the approved logo, and shared suggested tweets from the 1890s Association. We also shared this story with national and D.C. media contacts. We included this story in our May 1 Why Ag Matters newsletter as well as our Features section, and shared on our social media platforms.

Following the successful outreach around the Wellness Walks, we began with working with designated contacts to highlight the 1890s and the 125th Anniversary during the 1890s Capitol Hill visits and Library of Congress exhibit. Specifically, we develop a syndicated press strategy for the upcoming Capitol Hill visits later this month. We identified primary and secondary press contacts, and we continue to work together to finalize press collateral, such as an oped.

Next quarter, we will continue to work with 1890s to highlight the 125th Anniversary in Washington. In addition, we will discuss ways to highlight and message around National Prayer Day on August 30th.

VI. MONTHLY NEWSLETTER

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

Initially, we will send the newsletter to our internal audience, including university professionals, but we will execute a marketing strategy to encourage additional newsletter sign-ups. Specifically, we will design ads, send opt-in emails, and promote the newsletter's content across AgIsAmerica platforms. These tactics will help encourage sign-ups as well as assist in inviting members of the media, industry experts, Capitol Hill staff, and other influencers to subscribe to the newsletter.

We issued our first newsletter last quarter 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.

We distributed 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%. This newsletter resulted in a 38% open rate and 16% click-through rate.

We issued our third newsletter on May 1 and garnered a 32% open rate and 18% click-through rate. The newsletter was issued to 389 contacts.

To view this newsletter, please reference Appendix F.

We issued our fourth newsletter on June 1 and garnered a 36% open rate and a 22% click-through rate. The newsletter was issued to 403 contacts.

To view this newsletter, please reference Appendix H.

We issued our fifth newsletter on July 1 and garnered a 32% open rate and a 12% click-through rate. The newsletter was issued to 422 contacts.

To view this newsletter, please reference Appendix J.

To date, our newsletter list consists of 422 contacts. Of these contacts, 53 contacts subscribed organically through the AgIsAmerica website. However, 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. Additional information on our newsletter expansion is forthcoming.

To sign-up for our monthly newsletter, please email ashley.hawn@kglobal.com or visit agisamerica.org.

VII. EVENTS

This quarter, we attended three events where we discussed the importance of AgIsAmerica, highlighted best branding and messaging practices, and shared AgIsAmerica updates with internal stakeholders, from communications specialists to department heads. At the CMC meeting, we provided updates on our efforts and discussed the importance of pinpointing specific audiences, messages, messengers, and media to best deliver messages. At the PILD meeting, we gave a presentation with Cornerstone where we discussed the importance of engaging elected officials, especially Members of Congress. We divulged best practices for obtaining congressional meetings as well as best practices for conversing with Members of Congress and their staff.

Also, in April, kglobal participated in a call with ECOP to discuss the importance of water security and ways in which we are promoting this theme on our platforms. We pointed to the number of water security stories we have shared on our website, including several stories about W-2128, a micro-irrigation multistate research project. We also highlighted our findings from our message testing research.

In June, we attended the Association for Communications Excellence (ACE) conference. We led a 90-minute presentation with the University of Georgia and Louisiana State University regarding the importance of the National Impact Database and impact statements. Our presentation titled “National Land-grant Impacts – are you there?” was a vehicle with which we encouraged our audience to use the Database and explained how to share impact statements with influencers as well as how to engage with AgIsAmerica. We continually stressed the need for future collaborative efforts.

Specifically, kglobal introduced AgIsAmerica and explained how we use the Database. We explained that the Database is an essential component to the campaign because we rely on its content to populate our editorial calendar, which feeds our traditional and digital media efforts. We also created a 4x6 inch color flyer to share with participants titled “Meet Ag Is America” and promoted the hashtag #LGUimpact.

Overall, our presentation was well received and reinforced the desire for impact statement writing and input training year-round as well as the importance of expounding the AgIsAmerica campaign.

Later in July, three kglobal representatives will attend the Western Region Joint Summer Meeting in Breckenridge, Colorado. We will conduct a two and a half hour workshop on the communications and messaging and help led breakout sessions.

Next quarter, we will continue to attend various events that help us better connect with land-grant universities. Overall, our goal is to develop better working relationships with universities in order to better highlight their research, teaching, and extension efforts.

VIII. MISCELLANEOUS

USDA-NIFA

In May, we met with Ginny Bueno from USDA-NIFA to discuss the ways in which we both currently promote and support land-grant universities. This meeting allowed us to cement a better working relationship with USDA-NIFA.

As a result of this meeting, we will attend monthly meetings with Bueno and the USDA-NIFA communications team, work together to partner on opportunities, and share collateral and strategies. Specifically, kglobal will share our editorial calendar with Bueno and her team, highlight USDA-NIFA's funding role in more stories, promote USDA-NIFA's hashtag #NIFAimpacts, and better showcase USDA-NIFA's efforts on our platforms, from spotlighting a USDA-NIFA blog post in our newsletter to engaging with USDA-NIFA on social media.

COOPERATIVE EXTENSION SOCIAL MEDIA TASK FORCE

Late last quarter, kglobal was asked to serve on Cooperative Extension's Social Media Task Force along side universities, ECOP, and 4-H. Since joining the committee, kglobal has participated in monthly calls with the task force and helped the task force discuss Extension's online messaging and branding.

In addition, we regularly share content with the Social Media Associate for the Extension Committee on Organization and Policy. In particular, we have shared our editorial calendar and news hooks.

NATIONAL IMPACT DATABASE COMMITTEE

We continue to support the National Impact Database Committee and promote the Database. We have regular, bi-monthly check-in calls with the National Impact Database Committee and provide relevant feedback and updates. We continue to promote the Database by using the unique hashtag #LGUimpact we developed during the launch. Specifically, we connect this hashtag to any story we pull from the Database and repurpose on our platforms. That way, we continue to associate the hashtag with the Database beyond its launch.

IX. Appendices

APPENDIX A: Sample Editorial Calendar

APPENDIX B: April 2015 Feature Story

APPENDIX C: May 2015 Feature Story

APPENDIX D: June 2015 Feature Story

APPENDIX E: 3002 Q + A

APPENDIX F: May Newsletter Text

APPENDIX G: May Newsletter Metrics

APPENDIX H: June Newsletter Text

APPENDIX I: June Newsletter Metrics

APPENDIX J: July Newsletter Text

APPENDIX K: July Newsletter Metrics

APPENDIX A: Sample Editorial Calendar

A	B	C	D	E	F	G
https://www.ag.ndsu.edu/news/newsreleases/2015/july-13-2015/prepare-for-heat-stress-in-cattle/view	Prepare for Heat Stress in Cattle	Summer	7/19/2015	Land Management	NDSU	
http://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=18306	The drought needs not be a death sentence for your lawn	N/A	7/20/2015	Water Security, Drc	UCANR	
https://agnr.umd.edu/news/maryland-4-h-welcomes-military-teens-across-globe	Maryland 4-H Welcomes Military Teens from Across the Globe	N/A	7/21/2015	Youth, Communitie	UMD CP	Please engage with MD 4-H
http://agriculture.auburn.edu/news/growing-for-good/	Growing for Good	2015 = International Year of Soils	7/22/2015	Communities, Nutri	Auburn	Please use #Celebrate1890s; there is also a corresponding video
http://news.aces.edu/blog/2015/07/16/pickling-basics-101/	Cucumbers to Pickles	N/A	7/23/2015	Resources	Alabama A&M	
http://news.cornell.edu/stories	On planes, savory tomato becomes favored flavor	N/A	7/24/2015	Communities	Cornell	Tie in to summer travel plans?
http://ucanr.edu/News/ANR_News_Blog/?blogpost=18258&blogasset=58743	4-H teaches kids environmental awareness at inagural camp	N/A	7/25/2015	Youth, Communitie	UCANR	Please engage with 4-H
http://agnr.umd.edu/news/stink-bugs-have-strong-taste-ripe-fruit	Stink Bugs Have Strong Taste for Ripe Fruit	National Blueberry Month	7/26/2015	Resources	UMD CP	
http://ucanr.edu/News/ANR_News_Blog/?blogpost=18293&blogasset=58743	Flood irrigation may help recharge aquifers	N/A	7/27/2015	Water Security	UCANR	
https://www.ag.ndsu.edu/extension/features/its-time-for-a-picnic	It's Time for a Panic	National Picnic Month	7/28/2015 7/29/2015	Communities	NDSU	
http://news.aces.edu/blog/2015/07/13/managing-soil-pests-in-the-garden/	Managing Soil Pests in the Garden	2015 = International Year of Soils	7/30/2015	Resources, Communities	Alabama A&M	

APPENDIX B: April 2015 Feature Story

19 HISTORICALLY BLACK LAND-GRANT UNIVERSITIES COMMEMORATE 125TH ANNIVERSARY OF 1890 MORRILL ACT

April 23, 2015

WASHINGTON, DC—Today, 1890 land-grant universities will celebrate “1890 Day” by hosting a Wellness Walk to commemorate the 125th anniversary of the universities’ establishment as land-grant institutions by The Second Morrill Act. Funds raised from the walks will support the inaugural Justin Morrill Scholarship Fund for students majoring in food, agricultural, and environmental sciences at the 19 land-grant institutions known informally as the “1890s.”

“As we celebrate this historic landmark in education and technical progress, we are also educating the nation about the legacy and achievements of the entire 1890 university community,” **said President Juliette B. Bell, chair of the Council of 1890 Land-Grant Universities and president of the University of Maryland Eastern Shore.** “We invite everyone with a stake in educating the next generation of global leaders to participate in this event and to learn more about the remarkable contributions the 1890 universities continue to make toward American progress and prosperity.”

The Wellness Walks are designed to focus attention on such health conditions as diabetes and hypertension that disproportionately affect the minority communities that 1890 land grants are serving through their education, research and outreach systems. Thousands of students, donors, faculty, and 1890 land-grant university supporters are expected to participate. Participants in the various events will walk for 1.89 miles and help collect donations of at least \$18.90 for the Justin Morrill Scholarship Fund. In addition to the 19 land-grant institutions, other partnering supporters of land-grant institutions, including the Association of Public and Land-grant Universities, are holding 1890 Day Wellness Walks across the country.

“For 125 years, the 1890s land-grant institutions have played a critical role in meeting this country’s need for high-quality, innovative food and agricultural science and education and providing solutions to some of our most pressing societal challenges,” **said Sonny Ramaswamy, director of the National Institute of Food and Agriculture at the U.S. Department of Agriculture.** “NIFA is honored to partner with and support these universities as they work to advance research and extension and educate the next generation of scientists, engineers, farmers and foresters.”

These historic, mostly public institutions are spread across 18 states and were established under The Second Morrill Act of 1890, which was introduced by Vermont U.S. Senator Justin Smith Morrill. Under the Second Morrill Act, lawmakers sought to correct discriminatory practices by Southern and border states that denied African Americans admission to the public land-grant universities created under the First Morrill Act of 1862. The 1890s include the following institutions:

- Alabama A&M University
- Alcorn State University
- Central State University
- Delaware State University
- Florida A&M University
- Fort Valley State University
- Kentucky State University
- Langston University
- Lincoln University
- North Carolina A&T State University
- Prairie View A&M University
- South Carolina State University

Southern University System
Tennessee State University
Tuskegee University
University of Arkansas Pine Bluff
University of Maryland Eastern Shore
Virginia State University
West Virginia State University

The 1890 land-grant universities have graduated thousands of students whose academic contributions to the country range from agronomy to aerospace. Noted alumni of the 1890s include: Oprah Winfrey, media mogul; John W. Thompson, chairman of Microsoft Corp. and CEO of Virtual Instruments; Lionel Richie, Grammy Award-winning singer, songwriter and music producer; the Rev. Jesse Jackson Sr. civil rights activist and 1984 presidential candidate; Reginald Lewis, financier and chairman and chief executive officer of TLC Beatrice International Holdings; Althea Gibson, tennis great who won Wimbledon and U.S. Nationals championships; Art Shell, first black NFL football coach; Dr. Samuel Kountz, first doctor to perform a kidney transplant; Dr. Ronald McNair, astronaut and physicist killed in the 1986 Challenger explosion; and Bessie Coleman, the first African American female aviator. To learn more, visit <http://www.1890universities.org> or follow the hashtag #Celebrate1890s on social media.

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. To learn more, visit www.agisamerica.org.

APPENDIX C: May 2015 Feature Story

LAND-GRANT INSTITUTIONS HELP MOTIVATE CHILDREN, PARENTS TO INCREASE CALCIUM INTAKE

May is National Osteoporosis Month

Washington, DC –Scientists from 11 land-grant institutions and Brigham Young University are working together to help parents motivate children to boost calcium intake to strengthen bones and prevent bone fractures from occurring later in life. The scientists are members of a multistate research project titled Motivating Parents of Preadolescents (9-13 years old) to Increase Calcium Intake (W-2003), which uses data from questionnaires to develop messages and graphics for educational materials.

These taglines and graphics are tailored to help parents of preadolescents encourage their children to consume calcium-rich foods and beverages. W-2003 is particularly keen on helping groups with higher risk of osteoporosis, including Asians and Hispanics. Osteoporosis, or the thinning of bones, leads to 1.5 million fractures each year.

“Bone acquisition, or bone building, is at its highest rate during preadolescence. An adequate consumption of calcium during these years helps to ensure strong bones and reduce risk of osteoporosis later in life. However, current research indicates that most preadolescents are not consuming enough calcium,” **said Dr. Carolyn Gunther**, Assistant Professor in the College of Education and Human Ecology and Extension State Specialist at The Ohio State University, **Dr. Rickelle Richards**, Associate Professor in the Department of Nutrition, Dietetics & Food Science at Brigham Young University, and **Dr. Jinan Banna**, Assistant Professor in the College of Tropical Agriculture and Human Resources at the University of Hawaii at Manoa.

The suggested daily amount is 1300 milligrams, which amounts to roughly three servings from the dairy group, which includes milk, yogurt, and cheese. Most children consume only 60 to 80% of the suggested daily amount.

According to W-2003’s data, a variety of factors influence an early adolescent’s calcium intake. The group’s research showed that parents who regularly drank milk and offered milk to their children generally knew more about calcium’s health benefits and encouraged higher calcium consumption in their children. School, family members, the amount of TV watched, a dislike for calcium-rich foods, and a preference for drinks other than milk were other factors that influenced children’s food and beverage choices and calcium intake.

The 11 participating land-grant institutions include:

- University of Arizona
- University of Arkansas
- University of California, Davis
- University of Hawaii
- University of Minnesota
- North Carolina State University
- Ohio State University
- Oregon State University
- Purdue University
- Utah Cooperative Extension
- Washington State University

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 www.agisamerica.org.

APPENDIX D: June 2015 Feature Story

TWELVE LAND-GRANT INSTITUTIONS CONTRIBUTE TO SOIL SCIENCE, IMPACT RESOURCE MANAGEMENT

2015 Declared International Year of Soils

Washington, DC – Twelve land-grant universities are working together to make soil survey data more reliable and accessible. Soil survey data is used to evaluate soil and landscape health as well as address environmental concerns like erosion, crop yields, and climate change. Researchers from these universities serve on NCERA-003, a multistate research committee. NCERA-003 is now the longest continuous running research committee in the North Central region

“Since soil is highly susceptible to disturbances caused by humans, it’s imperative to use soil survey data when managing land and natural resources,” **said Dr. Ken Olson, soil scientist at the University of Illinois and a former NCERA-003 administrative advisor.** “We are developing new methods and tools to help gather more reliable data and broaden the scope and impact of soil science research.”

Specifically, NCERA-003 emphasizes multidisciplinary research to identify research gaps and improve soil sampling and soil modeling. NCERA-003 also combines soil information from various surveys to ease the transfer of data sets between systems and applications. This results in a more complete picture of soil health across landscapes.

“By making soil survey data more reliable and accessible, NCERA-003 is facilitating smart, timely land and natural resource management decisions,” **said Dr. Jerry Miller, soil scientist at Iowa State University and a former NCERA-003 administrative advisor.** “We work tirelessly to demonstrate the importance of soils and monitoring soil health, from hosting conferences, to displaying museum exhibits, to publishing educational materials. Our goal is ensure land managers take care of the nation’s soils and the life and infrastructure that depend on them.”

Through their research, recommendations, and outreach, NCERA-003 has helped communities, farmers, scientists, and legislators assess and respond to soil damage from erosion and floods. They train and share the latest soil survey information and technology with soil scientists and students. NCERA-003 also shows farmers how to better monitor soil health and use soil conservation practices to boost crop yields and reduce runoff. Many organizations as well as federal, state, and local agencies tasked with managing soil and land resources rely on NCERA-003’s research and recommendations.

The 12 participating land-grant universities include:

- University of Arkansas
- University of Illinois
- Purdue University
- Iowa State University
- Kansas State University
- University of Kentucky
- Michigan State University
- University of Minnesota
- University of Nebraska
- North Dakota State University
- Ohio State University
- South Dakota State University

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 www.agisamerica.org.

APPENDIX E: 3002 Q + A

JUNE 2015: Q&A WITH PURDUE, OKLAHOMA STATE, AND OREGON STATE UNIVERSITIES

May was National Osteoporosis Awareness and Prevention Month, and June is National Dairy Month. A [healthy diet full of dairy](#) can reduce your risk for poor bone health, among other diseases and disorders. Agriculture Is America spoke with Professor Connie M. Weaver at Purdue University, Professor Barbara Stoecker at Oklahoma State University, and Professor Emily Ho at Oregon State University, who are participants in Multistate Research Project W-3002 Nutrient Bioavailability, to learn more.

Q: What is bioavailability, and why is it important?

A: Bioavailability refers to the absorption, distribution, metabolism and elimination of food components. If a food component is not well absorbed or distributed to the body, this can dramatically affect its bioactivity, or action in the body.

Q: Tell us about Multistate Research Project W-3002. What is the project's main objective?

A: The project's main objective is to better understand the bioavailability and action of dietary nutrients and bioactive food components on various chronic diseases in the population, such as osteoporosis, cancer, inflammation, and obesity-related disorders.

Q: Besides Purdue University, Oklahoma State University, and Oregon State University, what other land-grant institutions work on W-3002?

A:
 Iowa State University
 Kansas State University
 Montana State University
 Ohio State University
 Pennsylvania State University
 Rutgers University – New Jersey Food Science
 University of Arizona
 University of California, Berkeley
 University of California, Davis
 University of Connecticut – Storrs
 University of Illinois
 University of Maine
 University of Massachusetts
 University of Nebraska

Q: Since May was National Osteoporosis Month and June is National Dairy Month, can you tell us about some of W-3002's findings that are directly correlated with bone health?

A: Several investigators study the role of essential nutrients and functional food ingredients on bone. Investigators from Indiana have determined calcium requirements in adolescents. Prebiotic fibers, which are a non-digestible food ingredient that can stimulate the growth and/or activity of one or a limited number of bacteria in the colon, have been shown to increase calcium absorption. Increased calcium absorption can help correct for low dietary calcium intakes. Prebiotic fibers are found in a variety of foods like whole grains, beans, and several other fruits and vegetables, but to get to 5 g of indigestible fiber per day (which is effective for increasing mineral absorption), it's not so likely from just natural foods. Prebiotic fibers need to be added as a bioactive in foods.

Q: We hear a lot about super foods like chia seeds and kale that are supposed to be really good for you. What are some other super foods W-3002 came across in its research that could positively affect bone health?

A: The Dietary Guidelines recommend 3 servings of milk or equivalent to provide nutrients essential to bone. Prebiotic fibers increase absorption of minerals by shifting gut microbiota to ferment the fibers in the lower gut.

Q: Does consumer behavior play a role in all of this, as far as diet and healthy eating?

A: Yes. Researchers can provide the evidence base around why you should incorporate specific nutrients and food components in your diet, and why they are good for you – but ultimately it is still up to the consumer to adopt these habits. Research from this group will help identify health benefits, identify especially “at risk” populations and strategies to help increase bioavailability of nutrients you need.

Q: Based on your research, what are your top three tips for keeping bones strong and overall health and wellness?

A:

1. Incorporate 3 servings of low fat milk or equivalent calcium from other dairy sources in your diet every day.
2. Weight-bearing exercise and adequate dietary calcium have interactive positive effects on bone.
3. Avoid excess salt in the diet, which increases calcium loss from bones.

About Agriculture in America

Agriculture in 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.

APPENDIX F: May Newsletter Text

WHY AG MATTERS – MAY 2015

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

125th Anniversary of the Second Morrill Act

This year, we #Celebrate1890s and their establishment under the Second Morrill Act, which sought to correct discriminatory practices by Southern and border states that denied African Americans admission to the public land-grant universities created under the First Morrill Act of 1862. On April 23, several institutions and partnering supporters, including the Association of Public and Land-Grant Universities, held 1890 Day Wellness Walks to raise awareness of health and nutrition issues faced by predominately African American communities as well as collection donations for the inaugural Justin Morrill Scholarship Fund. This scholarship fund will support students majoring in food, agricultural and environmental sciences.

Here's what Dr. Sonny Ramaswamy, director of the National Institute of Food and Agriculture (NIFA) at the U.S. Department of Agriculture said about the anniversary, "For 125 years, the 1890s land-grant institutions have played a critical role in meeting this country's need for high-quality, innovative food and agricultural science and education and providing solutions to some of our most pressing societal challenges. NIFA is honored to partner with and support these universities as they work to advance research and extension and educate the next generation of scientists, engineers, farmers and foresters."

Here's what Juliette B. Bell, chair of the Council of 1890 Land-Grant Universities and president of the University of Maryland Eastern Shore, said about the anniversary, "As we celebrate this historic landmark in education and technical progress, we are also educating the nation about the legacy and achievements of the entire 1890 university community. We invite everyone with a stake in educating the next generation of global leaders to participate in this event and to learn more about the remarkable contributions the 1890 universities continue to make toward American progress and prosperity."

To read more about the 125th Anniversary and the Wellness Walks, click [here](#).

#LGUimpact Now and Then

Did you know that by nine billion people are expected to inhabit Earth by 2050? 2050 may be 35 years from now, but land-grant institutions are working together to meet 21st Century challenges. Learn more on the [Land-Grant Impacts](#) website and see how land-grant research, teaching, and extension benefits your state and/or region.

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 local, national, and international impact:

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

The National Impact Database is jointly sponsored by ECOP and ESCOP.

May is National Osteoporosis Awareness and Prevention Month

According to the [National Institute of Health](#), “in the United States, more than 40 million people either already have osteoporosis or are at high risk due low bone mass.” To promote awareness of bone health and general nutrition, we will highlight calcium, bone health, and nutrition-related land-grant research, teaching, and extension efforts.

Highlights in Research and Extension

[UC Davis: Adolescents Eat Better When Setting Guided Goals](#)

[Cornell: Dial Up Food Safety Information with Free App](#)

[University of Maryland, Eastern Shore: Towards Environmentally Conscious Precision Agriculture](#)

Top Tweets

North Carolina A&T State University – which was shared by Reverend Jesse Louis Jackson, Sr.’s official Twitter account

Rev Jesse Jackson Sr retweeted

 **AgIsAmerica** @AgIsAmerica · Apr 16

Did you know that the celebrated @RevJJackson went to NC A&T?
#Celebrate1890s with the @ncatsuaggies on April 23.



← ↻ 6 ★ 3 ⋮ [View more photos and videos](#)

[University of Kentucky](#)

[Montana State University](#)

[Kansas State University](#)

 **AgIsAmerica** @AgIsAmerica [Follow](#)

Partners @UKAgNews and @USDA are building the Rural Child Poverty Nutrition Center: bit.ly/1BQ4fht



RETWEET 1 FAVORITES 2

12:27 PM - 5 Apr 2015

 **AgIsAmerica** @AgIsAmerica [Follow](#)

The program by @MSU_Extension that targets invasive plants is saving thousands of dollars: bit.ly/1OYYIEq



RETWEETS 2

7:11 AM - 4 Apr 2015

 **AgIsAmerica** @AgIsAmerica [Follow](#)

A decade and a half of irrigation research is about to pay off thanks to @KStateResExt: bit.ly/1OUObEL



RETWEETS 3 FAVORITES 3

7:07 AM - 2 Apr 2015

Fun Fact

Have you ever seen an interactive topographic map? Check one out [here](#).



Share Your Story

This is a monthly email highlighting some of the content featured on Ag Is America. Our goal is to share the land-grant story with you.

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 from you. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your ideas and questions to [@AgIsAmerica](#).

We also invite you to help communicate the value of land-grant institutions by:

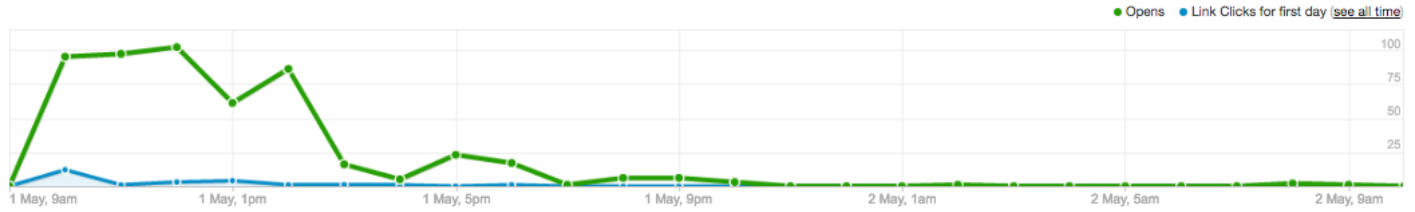
- Sharing this newsletter
- Providing names and emails of any additional contacts whom you wish to receive this newsletter
- Following AgIsAmerica on Twitter and encouraging others to do the same: twitter.com/AgIsAmerica
- Retweeting content from @AgIsAmerica. Be sure to mention us in your own tweets and link to stories on agisamerica.org

APPENDIX G: May Newsletter Metrics

Why Ag Matters: May 2015

Sent on 1 May 2015 to 389 unique subscribers across [2 lists](#)

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



- 119 Unique opens**
750 total opens to date
- 12 Bounced**
3.08% couldn't be delivered
- 258 Not Opened**
Open rates are only estimates

- 31.56%** of all recipients opened so far
- 17.65%** clicked a link (21 people)
- 0%** unsubscribed (0 people)
- 0** people marked it as spam (0%)
- 0** shares across Facebook, Twitter & email

Most popular links (full report)	CLICKS
agisamerica.org/april-2015-19-historic...125th-anniversary-of-1890-morrill-act/	10
https://www.facebook.com/AgIsAmerica/posts/651985591601628	7
Link to web-based version of this email	7
agisamerica.org	5
agisamerica.org/news/adolescents-eat-better-when-setting-guided-goals/	1

Top countries (full report)	OPENS
United States of America	713
Puerto Rico	3
American Samoa	1
Virgin Islands (USA)	1

APPENDIX H: June Newsletter Text

WHY AG MATTERS: JUNE 2015

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

May was National Osteoporosis Month

The suggested daily amount of calcium is 1300 milligrams, which amounts to roughly three servings from the dairy group. The dairy group includes milk, yogurt, and cheese. Most children consume only 60 to 80% of the suggested daily amount.

Scientists from 11 land-grant institutions and Brigham Young University are working together to help parents motivate children to boost calcium intake to strengthen bones and prevent bone fractures from occurring later in life. The scientists are members of multistate research project W-2003 titled Motivating Parents of Preadolescents (9-13 years old) to Increase Calcium Intake.

Here's what researchers at The Ohio State University, Brigham Young University, and the University of Hawaii at Manoa said: "Bone acquisition, or bone building, is at its highest rate during preadolescence. An adequate consumption of calcium during these years helps to ensure strong bones and reduce risk of osteoporosis later in life. However, current research indicates that most preadolescents are not consuming enough calcium."

To read more about W-2003, please click [here](#).

Why USDA Secretary Vilsack Serves

In May, we celebrated Public Service Recognition Week. In The Federal Times, Secretary Vilsack, highlighted the U.S. Department of Agriculture (USDA) and its employees as well as described ways in which the USDA inspires him everyday. To read more about Secretary Vilsack's commentary, please click [here](#).

June is National Fresh Fruit & Vegetables Month

To promote health and nutrition, we will highlight the benefits of eating fresh fruit and vegetables during the month of June. But, fresh fruit and vegetables need healthy soil to grow, so we'll also highlight the 2015 theme – [International Year of Soils](#).

Highlights in Research and Extension

[Montana State University: MSU Extension Integrated Management of Agricultural Weeds](#)
[Alabama A&M & Auburn Universities Extension: Growing Figs in Alabama](#)
[Oregon State University: Getting Down With Soil Scientists](#)

 AgIsAmerica @AgIsAmerica · May 19

Brand new Feature on calcium:
bit.ly/1Ba4HYt. #LGUimpact is growing.
[#NationalOsteoporosisMonth](#)



← 13 1 ★ 1 ...

Top Tweets

 AgIsAmerica @AgIsAmerica · May 13
CA public school students can order healthy school lunch with an app! Check it out: bit.ly/1QGvrmF via @ucanr



 AgIsAmerica @AgIsAmerica · May 9
Kicking off Saturday with the grand finale of our #NationalHerbWeek feature: Cilantro! Grow healthy, eat healthy!



← 1 3 ...

 AgIsAmerica @AgIsAmerica · May 21
Urban agriculture is coming to schools in the Big Apple. Thanks, @CornellCALs & @ccecornell: bit.ly/1PYlh3b



← 7 4 ...

Fun Fact

Did you know that almost 60,000 agriculture jobs are available each year? [Read more here via Modern Farmer.](#)

This is a monthly email highlighting some of the content featured on Ag Is America. Our goal is to share the land-grant story with you.

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 from you. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your ideas and questions to [@AgIsAmerica](#) with the #LGUimpact.

We also invite you to help communicate the value of land-grant institutions by:

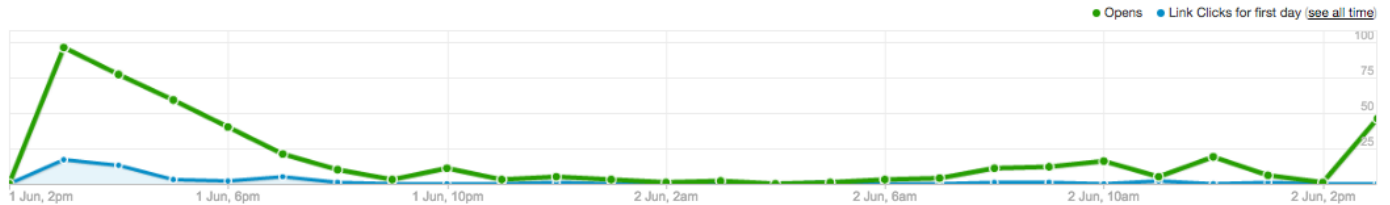
- Sharing this newsletter
- Providing names and emails of any additional contacts whom you wish to receive this newsletter
- Following AgIsAmerica on Twitter and encouraging others to do the same: twitter.com/AgIsAmerica
- Retweeting content from @AgIsAmerica. Be sure to mention us in your own tweets and link to stories on agisamerica.org

APPENDIX I: June Newsletter Metrics

Why Ag Matters - June 2015

Sent on 1 Jun 2015 to 403 unique subscribers across [2 lists](#)

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



- 143 Unique opens**
744 total opens to date
- 10 Bounced**
2.48% couldn't be delivered
- 250 Not Opened**
Open rates are only estimates

- 36.39%** of all recipients **opened so far**
- 21.68%** **clicked a link** (31 people)
- 0%** unsubscribed (0 people)
- 0** people marked it as spam (0%)
- 1 share** across Facebook, Twitter & email

Most popular links [\(full report\)](#) CLICKS

agisamerica.org/news/msu-extension-int...ed-management-of-agricultural-weeds-2/	24
agisamerica.org/news/getting-down-with-soil-scientists/	12
news.aces.edu/blog/2015/04/13/growing-figs-in-alabama/	12
agisamerica.org	6
Link to web-based version of this email	5

Top countries [\(full report\)](#) OPENS

United States of America	694
Guam	6
China	3
Virgin Islands (USA)	2
American Samoa	1

APPENDIX J: July Newsletter Text

WHY AG MATTERS: JULY 2015

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

2015 is the International Year of Soils

Twelve land-grant universities are working together to make soil survey data more reliable and accessible. Soil survey data is used to evaluate soils and landscape health as well as address environmental concerns like erosion, crop yields, and climate change. Researchers from several universities serve on NCERA-003, a multistate research committee. NCERA-003 is now the longest continuous running research committee in the North Central region

Here's what **Dr. Ken Olson, soil scientist at the University of Illinois and a former NCERA-003 administrative advisor**, said: "Since soil is highly susceptible to disturbances caused by humans, it's imperative to use soil survey data when managing land and natural resources. We are developing new methods and tools to help gather more reliable data and broaden the scope and impact of soil science research."

Here's what **Dr. Jerry Miller, soil scientist at Iowa State University and a former NCERA-003 administrative advisor**, said: "By making soil survey data more reliable and accessible, NCERA-003 is facilitating smart, timely land and natural resource management decisions "We work tirelessly to demonstrate the importance of soils and monitoring soil health, from hosting conferences, to displaying museum exhibits, to publishing educational materials. Our goal is ensure land managers take care of the nation's soils and the life and infrastructure that depend on them."

To read more about NCERA-003, please click [here](#).

Highlights in Research, Teaching, and Extension

[Alabama Cooperative Extension: Understanding Gluten](#)

[University of Kentucky: UK Receives Grant from USDA NIFA to Empower Urban, Homeless Youth](#)

[University of Missouri: Eating Breakfast Increases Chemical That Regulates Cravings](#)

Top Tweets



AgIsAmerica @AgIsAmerica · Jun 17

Keep mold and insects away from your stored grains with some easy, helpful tips from @NDSUExt: bit.ly/1GIAaJ8



← 1 ★ 1 || ...

[View photo](#)



AgIsAmerica @AgIsAmerica · Jun 16

A researcher at @KStateResExt explains the importance of food safety after flooding: bit.ly/1JVoO3u



← 2 ★ 1 || ...

[View photo](#)

 **AgIsAmerica** @AgIsAmerica · Jun 2
California family farms may be getting a makeover thanks to @ucanr students:
bit.ly/1I5EIGK #LGUImpact



← ↻ 3 ★ 3 || ... [View photo](#)

 **AgIsAmerica** @AgIsAmerica · Jun 11
Agriculture is one of the best fields for new college grads: 1.usa.gov/1L05vER via
@USDA @USDA_NIFA #LGUImpact



← ↻ 18 ★ 13 || ... [View photo](#)

Fun Fact

Did you know July is National Blueberry Month? Check out this [Buzzfeed article](#) that highlights eight ways to use blueberries this season.



This is a monthly email highlighting some of the content featured on Ag Is America. Our goal is to share the land-grant story with you.

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 from you. We're particularly interested in updates from the Colleges of Agriculture, research accomplishments, and extension efforts. Send your ideas and questions to [@AgIsAmerica](#) with the [#LGUImpact](#).

We also invite you to help communicate the value of land-grant institutions by:

- Sharing this newsletter
- Following AgIsAmerica on Twitter and encouraging others to do the same
- Retweeting content from [@AgIsAmerica](#)
- Mentioning us in your own tweets and linking to stories on agisamerica.org

APPENDIX K: July Newsletter Metrics

Why Ag Matters - July 2015

Sent on 1 Jul 2015 to 422 unique subscribers across [2 lists](#)

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



- 142 Unique opens**
347 total opens to date
- 11 Bounced**
2.61% couldn't be delivered
- 269 Not Opened**
Open rates are only estimates

- 34.55%** of all recipients opened so far
- 13.38%** clicked a link (19 people)
- 0.49%** unsubscribed (2 people)
- 0** people marked it as spam (0%)
- 3** shares across Facebook, Twitter & email

Most popular links (full report)	CLICKS
agisamerica.org/news/understanding-gluten/	10
agisamerica.org	6
Link to web-based version of this email	6
agisamerica.org/june-2015-twelve-land-...il-science-impact-resource-management/	3
agisamerica.org/news/eating-breakfast-...ases-chemical-that-regulates-cravings/	3

Top countries (full report)	OPENS
United States of America	229
France	3
Guam	2
American Samoa	1
Ireland	1

2001 L Street | 7th Floor | Washington, DC
hello@kglobal.com | 202.349.7075 | kglobal.com

