

# The AgIsAmerica Initiative:

What We Are Doing, and How You Can Help

kglobal



Every \$1 spent on agricultural research and extension

**GENERATES AT LEAST \$20 BENEFIT TO THE ECONOMY** — Alston et.al. (2010)



**AGRICULTURE  
IS AMERICA**

The backbone of public research & its practical application

# Key Campaign Components

Delivering coordinated messages  
over and over again.

Earned  
Media



Grassroots  
/Grasstops

Social  
Media



# Congressional Targets

## **HOUSE**

Robert Aderholt (AL 4th)  
David Valadao (CA 21st)  
Sam Farr (CA 17th)  
Tom Rooney (FL 16th)  
Tom Latham (IA 4th)  
Kevin Yoder (KS 3rd)  
Alan Nunnelee (MS 4th)  
Jeff Fortenberry (NE 1st)  
Nita Lowey (NY 18th )

## **SENATE**

Richard Shelby (AL)  
Mark Pryor (AR)  
Roy Blunt (MO)

# Media Strategy and Tactics

**OPINION EDITORIALS  
LETTERS TO THE EDITOR  
STORY PLACEMENT**



Digital Strategy



[www.AgIsAmerica.org](http://www.AgIsAmerica.org)



## APLU LEADERSHIP ENDORSES PRESIDENTIAL ADVISORS REPORT on Agricultural Preparedness and The Agriculture Research Enterprise

### ABOUT

Agriculture is America. There is no other industry in the United States vital to nearly every facet of human life, from the food we eat to the jobs we hold and the energy we'll create for the future. As the U.S.

Secretary of Agriculture Tom Vilsack put it, agriculture is "about saving lives, creating jobs, improving incomes, feeding hungry people

### BREAKING NEWS

Feb. 26 Webinar to Focus on Fermentation Techniques for Distilled Spirits

*Friday, February 22, 2013*

Rain Barrel Workshop Coming to Sumter County



**Ag Is America**  
2,005 likes · 38 talking about this

YouTube

- kgloabedge
- Watch Later
- Watch History
- Playlists
- What to watch
- My subscriptions
- Social

SUBSCRIPTIONS

AgIsAmerica

**AgIsAmerica's channel**

Videos Discussion **About**

Agriculture is America. There is no other industry in the United States that creates jobs, creates wealth, preserves our way of life, and sustains our future. Agriculture is America... let's discuss!

Community  
This is a community for students and researchers and its practical application.

About

**Ag Is America**  
2.0k Fans



**AgIsAmerica**  
33.7k Followers | 5.10 Avg. Posts per Day



**AgIsAmerica**  
@AgIsAmerica FOLLOWS YOU

The backbone of public research & its practical application. Agriculture is America... let's discuss!

USA · agisamerica.org

1,792 FOLLOWING | 33,655 FOLLOWERS

**AgIsAmerica** @AgIsAmerica · 21 hrs  
Ellsworth County kids learn about watersheds and environmental conservation w/ @kstateag bit.ly/11QVMcf @danvoorhis

# Social Media







**AgIsAmerica**

Mar 06, 9:30am via HootSuite



New report from @Battelle says #agobioscience driving #economic growth and #jobs in Southern U.S. [ow.ly/iroJj](http://ow.ly/iroJj) @jimtankersley



Ag Is America

March 6

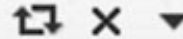
New report from Battelle says the Land-grant University Extension Service and Experiment Station System is on the frontline of sustaining and securing U.S. leadership in agbiosciences, and is at the forefront of innovation, productivity, and competitiveness, creating jobs and driving economic growth. Read the report here:

# Example: Southern Battelle Report



**AgIsAmerica**

Mar 06, 11:00am via HootSuite



Impact&Innovation report from @Battelle says #landgrant system on frontline sustaining U.S leadership&competitiveness [ow.ly/irq5l](http://ow.ly/irq5l)



**AgIsAmerica**

Mar 06, 2:00pm via HootSuite

#Ag #forestry & #fisheries generate 240bil in economic activity&support 2.2mil #jobs in Southern U.S. [ow.ly/irrf2](http://ow.ly/irrf2) @SenShelbyPress

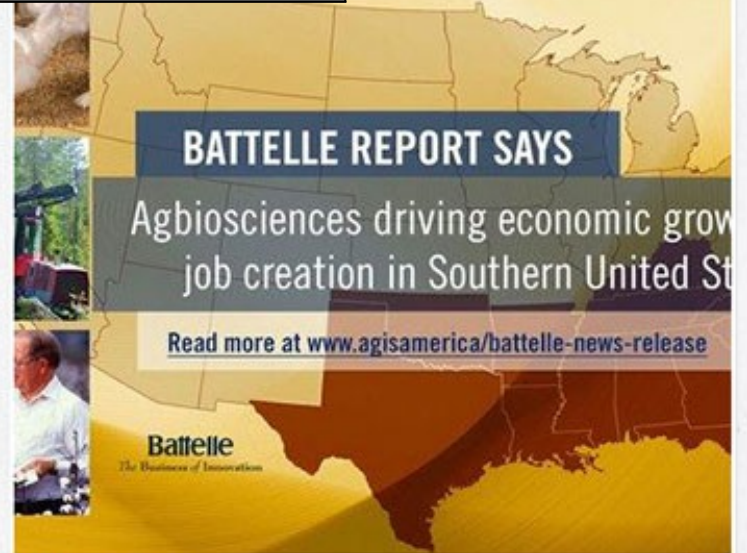


**AgIsAmerica**

Mar 06, 4:15pm via HootSuite



.@Battelle says #agbiosciences vital to survival of world's population, U.S. #food security& #health [ow.ly/irsuK](http://ow.ly/irsuK) @jimtankersley



Unlike · Comment · Share

19

Ag Is America and 58 others like this.

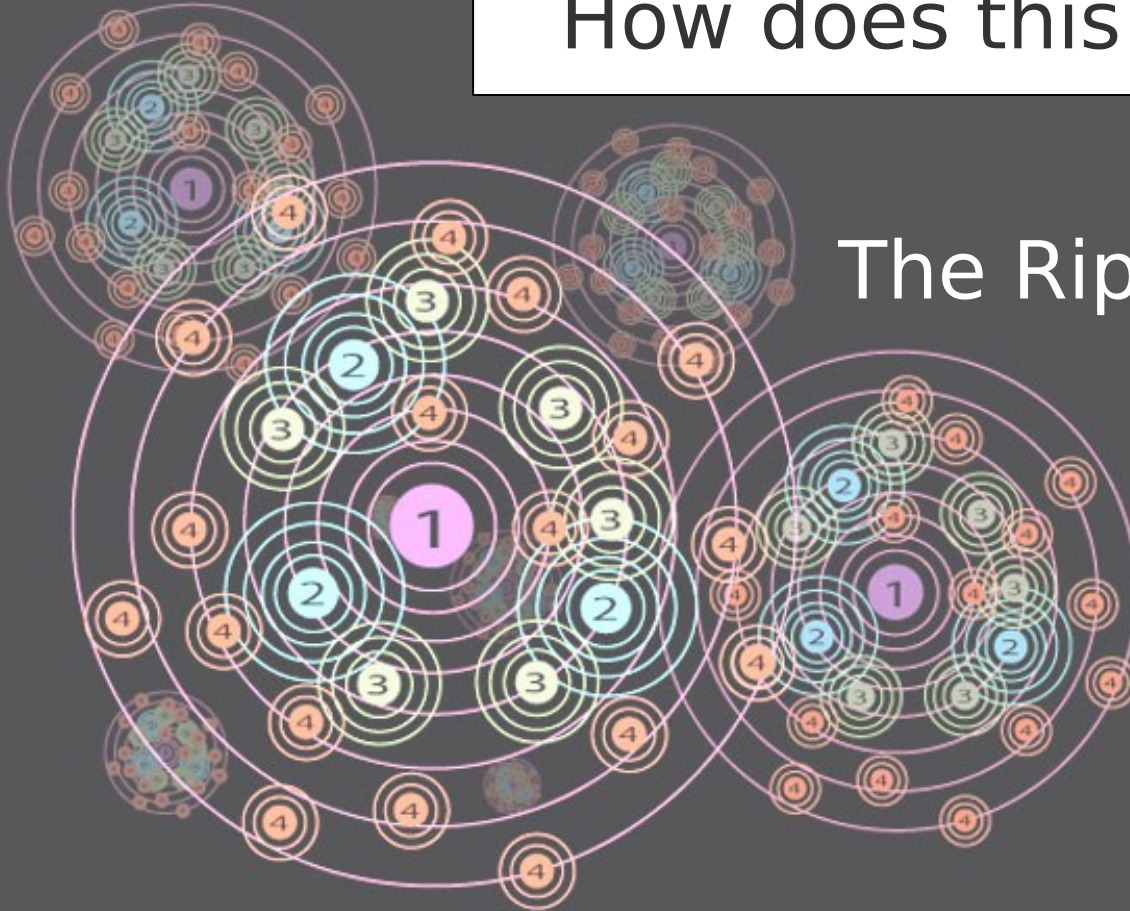


Write a comment...

4,889 people saw this post

Promote

How does this affect YOU?



The Ripple Effect



# Know Your Audience

**Where do things get done in Congress? Usually in committee.**

- House Committee on Agriculture
- Senate Committee on Agriculture, Nutrition and Forestry
- House Committee on Appropriations
- Senate Committee on Appropriations
- Senate Committee on Commerce, Science and Transportation
- House Committee on Science, Space and Technology

**Media coverage of facts and events will often influence what elected officials talk about in hearings and introduce as legislation.**

# QUALITIES OF A COMPELLING STORY

It is **INTERESTING** beyond academic life  
Demonstrates **REAL WORLD APPLICATIONS**  
of Research or Extension and spells out how  
the **IMPACT** on Americans on a broad scale  
**NO** scientific or industry-specific **JARGON**

Know Your Story

**Food Systems, Health and Well-being**





# How To Frame It

What's the everyday **IMPACT** of this Extension service or piece of research? Does it save a U.S. industry a big dollar amount? Keep people healthier? Ensure the economy is competitive?

Can you summarize this story in **ONE SENTENCE** that your next door neighbor would understand and care about?

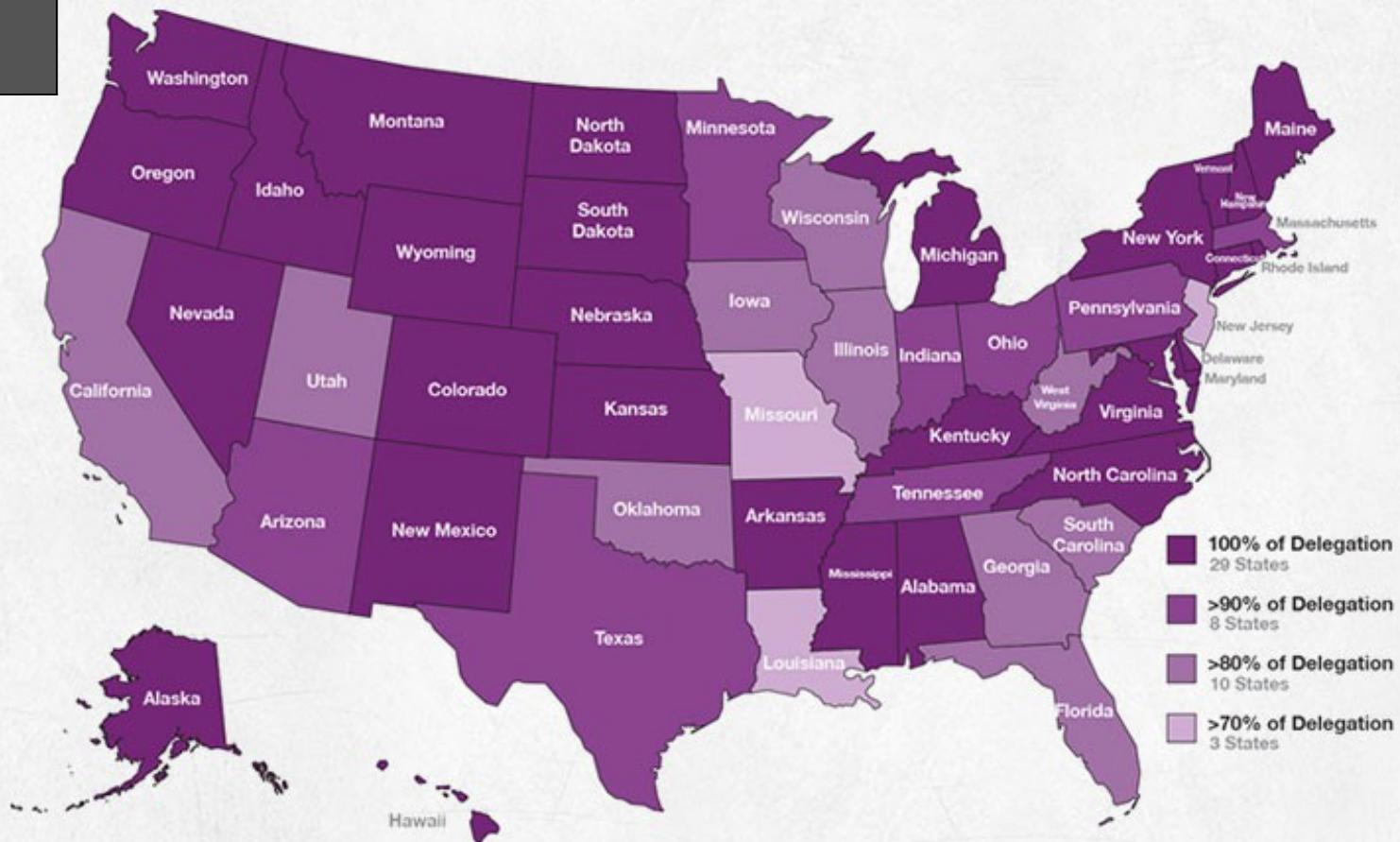
It is something a Hill staffer could spend three minutes reading and then **EASILY** explain and defend in the halls of Congress?

Does it demonstrate how the land-grant system is helping the country meet the challenges of the 21st century?

# Why Twitter?

## Twitter Adoption by the U.S. Congress

90% of U.S. House and 100% of U.S. Senate members have active<sup>†</sup> Twitter accounts.



# ANATOMY OF A TWEET



## SHORTEN URL

Many free services like <http://bit.ly/> or [ow.ly](http://ow.ly) offer a way to shorten a link to help keep your message under 140 characters

## HASHTAG

A hashtag is used within a tweet as a way to categorize a message and participate in a particular conversation on Twitter. For example, when you add #farming to your tweet this adds you to the overall conversation about that topic.

Twitter Basics: [www.AgIsAmerica.org/Twitter-Guide](http://www.AgIsAmerica.org/Twitter-Guide)

# Crafting Tweets

Keep LISTS of the people with whom you want to interact.

Milk your CONTENT for all its worth.

LINK to the Ag Is America site.

MENTION the @AgIsAmerica handle.

Always keep in mind the importance of the content you FRAME



Both @FoodCorps and @ucdavisagfood working with Calaveras County School Gardens to educate youth -- [bit.ly/TmX8w1](http://bit.ly/TmX8w1) @Repsamfarr

2:10 PM - 21 Feb 13



Americans with disabilities can now experience #Agriculture in a whole new way thanks to @FoodAgEnvNews [bit.ly/119gSC2](http://bit.ly/119gSC2) @BobbyMoser

10:20 PM - 08 Feb 13



Crops that would have been composted now feed the needy thanks to @UGA\_CollegeofAG & GA Food banks [bit.ly/14vOP4p](http://bit.ly/14vOP4p) @RobbieChampion

2:40 PM - 18 Feb 13



# Get Involved!

Provide us with compelling stories, either by emailing us at [jenny.nuber@kglobal.com](mailto:jenny.nuber@kglobal.com), or tweeting @AgIsAmerica  
Follow @AgIsAmerica on Twitter and like us on Facebook.

Encourage your followers and friends to do the same.

Retweet our content.

Compose your own tweets, mention us, mention your Member, or your local media.

