



Strategic Communications Proposal 2019 Central Minnesota Farm Show

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EXECUTIVE SUMMARY

2019 Central Minnesota Farm Show

The Central Minnesota Farm Show is the largest farm show in the upper Midwest, with an annual show held in St. Cloud, Minnesota, started in 1967. The Farm Show is hosted by the Saint Cloud Area Chamber of Commerce. The show has a long history of cultivating friendships by connecting producers with suppliers in the agricultural community. In 2018, the event attracted over 3,500 people over three days. Nearly 80 volunteers worked together to ensure the success of the get together.

Our campaign is dedicated to carrying out a comprehensive promotional campaign for the 52nd annual Central Minnesota Farm Show 2019, utilizing traditional and new media tactics. The goal is to address as many campaign objectives as possible by November 1, 2018, encompassing promotion of farm show, scholarships, website and social media.

ABOUT HUSKY AGENCY

Husky Agency is a student service-learning experience for aspiring public relations professionals at St. Cloud State University. The agency and online platform launched in fall 2016, is located at huskyagency.org. The work of Husky Agency closely falls along the lines of the newly revived St. Cloud State University Chapter of the Public Relations Student Society of America. The pro bono student agency aims to be a leading student-run public relations firm that helps develop students professionally while providing high quality work that not only meets but exceeds clients' needs.

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STATEMENT OF PRINCIPLES

Husky Agency will work with the Saint Cloud Area Chamber of Commerce on the Farm Show campaign in a professional and ethical manner. We will be attentive and flexible to the client's needs and modify plans accordingly. Upon completion, we intend to achieve all of the objectives, as well as carry out the campaign with careful attention to deadlines and details.

CAPABILITIES

Husky Agency will work together with our background in mass communications, public relations, journalism, marketing, event coordinating, graphic design, social media, video and web design. We are proficient in Adobe Creative Suite, including Photoshop, InDesign, and Premiere Pro as well as Microsoft Office and WordPress. We are able to create press releases, newsletters, blogs, videos, posters, scripts for PSA announcements, website improvements, and strategic social media plans.

SITUATION

Situational Analysis

Strengths (Internal)

- Well established
- Hosted indoor, climate control
- Funding at least \$5,000 in agricultural scholarships
- Free and timely information from Minnesota Department of Agriculture
- Largest indoor farm show in the Upper Midwest
- Takes place during a non-peak time for farmers
- 250 vendors

Weaknesses (Internal)

- Trouble reaching target audience in Upper Midwest
- Parking is challenging
- Did not reach their attendance goal of 4,000 in 2018 (Actual attendance 3,500)
- Farmers unfamiliar with city environment, including parking meters

Opportunities (External)

- Big names attending the show (Machinery Pete and Peterson Farm Brothers)
- Marketing Coordinator volunteer, new for 2019
- Twitter newly launched platform for Farm Show
- Volunteers contribute to events success

Threats (External)

- Farmers buying products online (i.e. Amazon).
- Harsh weather in winters
- Travel difficulties in winter
- Other farm shows in Upper Midwest

PERSONAL CONTACTS

- Sheri Wegner, Special Events Coordinator, St. Cloud Area Chamber of Commerce.
- Bernie Quist, Vice Chair, Farm Show
- Amanda Groethe, Marketing Coordinator, Farm Show

TARGET AUDIENCES AND KEY MESSAGES

Target Audiences

Primary Audience: Farmers

Secondary Audience: Consumers, vendors, those with an influence in the farming industry

Key Messages

- Cultivate friendships
- Connect producers with suppliers
- Connect community and agriculture

OBJECTIVES, STRATEGY AND TACTICS

Objective 1

Promote upcoming Farm Show, 2019

Strategy 1

To increase the awareness of the Farm Show through various media channels.

Tactic 1

Program Cover- Design Farm Show Program Cover

Tactic 2

Website- review and critique Farm Show website

Tactic 3

Press Release- write and publish promotional press release

Tactic 4

Video- plan, film, edit promotional video

Tactic 5

Email- write and send templates of promotional emails

Tactic 6

Fact Sheet- create a sheet with the summary and history of the Farm Show

Tactic 7

Media Kit- put together a kit containing graphics, press releases, and links to website/ social media.

Tactic 8

Flyer- create a promotional flyer to be distributed

Tactic 9

Social Media- create cover photo and content for Facebook and Twitter

Tactic 10

Public Service Announcement, PSA- Create audio promotion for use on various radio stations

Objective 2
Promote scholarships

Strategy 1

To increase the awareness of the available scholarships for agricultural students in the Upper Midwest.

Tactic 1

Press Release- write an informational release to promote scholarships.

Tactic 2

Social Media- create content to post on various social media platforms, regarding scholarships.

Objective 3

Increase the understanding that the St. Cloud Chamber of Commerce is hosting the 2019 Central Minnesota Farm Show.

Strategy 1

Educate the public on who coordinates the Farm Show. *mention consistently throughout campaign, especially in tactics listed below*

Tactic 1

Website- Mention the fact that the Chamber is hosting the event. Add logo.

Tactic 2

Social Media- Mention the fact that the Chamber is hosting the event in content to be used on various platforms.

Tactic 3

PSA- Mention "hosted by the St. Cloud Chamber of Commerce" during the PSA.

CALENDAR

All agency work will start after approval of the proposed strategic communications plan by Sheri Wegner. All work on the project will end Nov. 1, 2018.

Activity	Due Date	Responsibility
Farm Show Program Cover Design	Nov. 1, 2018	Agency Staff
Website Review	Nov. 1, 2018	Bethany Jones Cassidy Kottke
Press Release	Nov. 1, 2018	Agency Staff
Scholarship Press Release	Nov. 1, 2018	Agency Staff
Email Templates	Nov. 1, 2018	Sam Boettcher Abb Jonio
Promotional Flyer, 8.5 x 11	Nov. 1, 2018	PR Specialists (two designs each)
Media Kit	Nov. 1, 2018	Caleb Forberg
Social Media Calendar/Guide	Nov. 1, 2018	Paisley Reynolds Alyssa Crum
Promotional Video	Nov. 1, 2018	Caleb and Staff
PSA	Nov. 1, 2018	Caleb Forberg
Fact Sheet	Nov. 1, 2018	Sam Boettcher Abb Jonio

BUDGET

2019 Central Minnesota Farm Show

Description	Quantity	Unit Price	Cost
Marketing, strategic communications budget	1	\$3,200	\$3,200
Husky Agency staff, 15 staff members, pro bono	15	\$0	0
Sheri Wegner, Special Events Coordinator, St. Cloud Area Chamber of Commerce, included in salary	1	\$0	0
Bernie Quist, Vice Chair, Volunteer	1	\$0	0
Amanda Groethe, Marketing Coordinator, Volunteer	1	\$0	0
Total			\$ 3,200

EVALUATION

Deadlines and objectives stated in the proposal will be utilized to evaluate the success of the strategic communications campaign.

CONCLUSION

REQUEST FOR APPROVAL

Husky Agency will create a Strategic Communications Campaign for the 2019 Central Minnesota Farm Show. The agency wishes to contribute to the legacy of the Farm Show as an event that proudly educates the attendees on agriculture while cultivating friendships.

Kindly review and confirm this proposal by the end of February 9, 2018 by email. Husky Agency welcomes all comments and suggestions. We look forward to working with the Farm Show.



Paisley Reynolds
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Social Media Coordinator