

**NE Iowa FFI Communication Group  
Follow-up from March 26, 2008 Regional Team Meeting**

**Group Meeting on March 26**

Present: Judy Isaacson, Lana Snitker, Karen Foster, Joe Organist

Looked at a banner type of display format brought to the meeting by Karen’s husband, Kent. He shared an estimate of the cost of this type of display. \$480 for the display stand, cartridge unit, and the cassette banner. Graphic size would be 31.5 inches wide x 29.5 to 83.5 inches tall. Stand uses interchangeable cartridges.

Teresa has put together a display for both FFI and NIFF to use at the Oneota Coop open house April 4-5.

Reviewed Budget to submit to Resource Group and prioritized our request as follows. This will be sent to the Resource Group before their next meeting.

<b>Priority</b>	<b>Budget Request</b>	<b>Amount</b>
1	Hours for Judy Isaacson to coordinate efforts (8 to 12 hours per month @ approximately \$35.60 for 8 months	\$2280 to \$3420
2	Graphic designer to design a logo (most of time to be billed) and template designs for brochures, newsletter, wallet message cards, etc. \$45/hour	\$1000
3	Displays (1 large and 1 smaller one display for use in each county) Rationale: Could use these at a variety of places: county fairs, open houses, health fairs, Farm Progress Show.	\$2000
4	Printing of promotional materials Discussion: This is just a ballpark figure with no definite products identified at this time	\$1000
5	Free Lance Writers for stories, news articles, etc. @ \$25 per article We would give a freelancer the topics and they would write the articles for the Communications Group to place with media, use in reports, fact sheets, etc.	\$500
	Total	\$6780 to \$7980

**Update from Judy – what’s happened since March 26.**

1. Graphic Designer Connie Benesh has started working to create a logo design. By April 15 she will have a couple of designs for us to review. Would like feedback by April 18 if at all possible so she can rework and I can have something to share at the April 23 meeting.
2. I submitted a request for a FFI at the Farm Progress Show in the ISU Exhibit Building.
3. Will send our budget request to Brenda and Ann today (April 4, 2008).
4. The QIO Communications Plan from Pyramid Communications (book-let I sent before last meeting and shared copies on March 26). Suggest you look at 7 through 13 for the key messages concept.

**Speaking of Key Messages – The Big News!!!**

Denise Rhiner (our TAP team resource from Pyramid Communications) sent Brenda and Ann a piece earlier this week with key messages developed with the Frameworks Institute for all the FFI pilots to localize and use. I am thrilled with what she sent and hope you agree. I will send you a copy to review (it might be Monday before you get it). I now feel we have the basic ideas in words to create our communications plan about the NE Iowa FFI.