

Communications WG Update – 10-16-08

FFI Shirts

35 people responded to the shirt survey. That's impressive. I'm attaching the summaries that Teresa compiled. One doc is the survey itself. The other contains the comments. As Teresa wrote, "The tribe has spoken!" Now that we know what people want, is anyone willing to coordinate getting orders? We need to have something at the meeting on Oct. 29 for people to place orders.

Main Points:

Shirt type: Most people want a casual dress shirt (38%) or a polo shirt (44%) that is a "cotton blend and made in USA" (63%)

Printing: Digital printing (41%) won with embroidery (38%) a close second.

Logo size: Small logo on chest

Cost: Spend Less than \$25 per shirt

Color: Khaki or light green (36% each)

FFI Webcast (<http://connect.extension.iastate.edu/ffioverview>)

I created a powerpoint presentation and narrative based on the presentations Brenda and Ann have been giving. Teresa took what I did, made it shorter AND better, and made it into the webcast used at county meetings this month. Hope you were able to view it. She has it posted on the County Planning Team webpage as part of the October meeting resources. Called "Sharing the Vision." Runs about 15 minutes. Next step is to make this into a 7 minute intro webcast people can view from the NEFFI homepage.

FFI PowerPoint Template

In progress. Have designs developed and trying to make it into a template people can use to create other powerpoint slide shows.

Articles for the Oneota Scoop

Liz Rog asked us to write an overview article about FFI in NE Iowa and an update on the work of NIFF. Teresa wrote about NIFF and I developed an article about the FFI efforts. She is running the NIFF article in the current edition of SCOOP. The FFI article will run in their next newspaper in two months. I've attached my article for you to have as background information. I'll bring copies to the next regional team meeting to share with everyone. Just ask that you not send it to your local news media – check with me first if you want to use it somewhere.

Request for Yearbook Ad (via the Regional Team's Human and Financial Resource WG)

FFI received a request from the Clayton Ridge yearbook staff asking if we wanted to purchase a yearbook ad. The HR&F group decided this needed to be run by our group. Brenda included the following comments from their WG:

Would we be able to offer this to all of the schools? The position of the HF Resource WG is to either support all or none of them. Their questions for the Communication's work group is...is this an appropriate Market, Medium and Material for the FFI to promote itself? There are 17 school districts in our region so anticipating they each had an ad space like Clayton Ridge for \$35, the Communications work group would be spending approx. \$935.

I agree with the HR&F workgroup about all or none. I would consider this to be peripheral advertising and not directed at our identified markets. Also, we do not have advertising dollars in our communications budget for this year. Our monies are allocated for design work, displays and other collateral materials for the initiative. Unless I hear back from a majority of you in the next day or so, I will tell Clayton Ridge we are passing on this.

KDEC Radio Opportunity

I am meeting on Monday with a Luther student who is doing an internship with KDEC radio in Decorah, along with her supervisor Jeni Grouws She taking Loren Toussaint's Health Psychology class and attended a Winneshiek county planning team meeting. Here's what she emailed to us:

I am a communications major with a minor in psychology. During the meeting I realized that it is imperative for your messages, strategies, and goals to reach the region you are trying to effect. I would like to help you reach a wider audience with your message about food and fitness. I am interning at a local radio station, KDEC. Utilizing radio as a way to spread your word would be a great opportunity for you to express your thoughts and goals not only to a wider audience, but an interested and relevant one.

I'll keep you posted on what develops.

3 more displays being ordered

Have started the process with Kent Foster to purchase three additional vertical banner displays. We may replace 2 or 3 of the photos in the graphic. I have some possible photos identified from the FFI Flickr site Teresa has created (<http://www.flickr.com/photos/iowafoodandfitness/>) and some others I have located on Flickr and asking permission to use.