AEE 440 Program and Media Proposal

Education Program

Program Need: There exists a need to provide resource information and education to the Penn State community about the sources of the ingredients used in the Berkey Creamery's dairy products.

Program Purpose: To bring awareness and understanding to the Penn State Creamery customers of the connection between the Penn State dairy barns and the dairy products sold at the creamery.

Program Objectives:

- By the end of the program, 95% of attendees will know where at least 5 Creamery dairy products are sourced from.
- By the end of the program, 95% of attendees will be aware of where the Penn State dairy barns are located.
- By the end of the program, 60% of attendees will know the average distance commercial dairy products are shipped from the dairy to the store.

Program Participants : Creamery patrons and any passers by who may be interested in learning more about the creamery and the dairy products sold there. These individuals were the targets of our survey and some indicated they were unaware of where the Creamery dairy products come from.

Program Activities:

- Guest speaker from the dairy barns to talk about the process of raising dairy cows, the milking process, and connection to the Creamery.
- Demonstrations and hands on use of a milking machine and other equipment used in the dairy barns.
- A game involving the matching of various foods one might eat in a meal to the average distance that food item is likely to travel before making it onto your plate.

Program Experts & Partners:

- Students and faculty of the College of Agricultural Sciences
- Employees from the Dairy Barn

Program Budget: $600

Item Description	Cost	Quantity	Total Cost	
Creamery Milk	**$1.09**	**300**	**$327**	
Paper for quizzes	**$10**	**1 pack**	**$10**	
Educational brochures	**$0.50**	**300**	**$150**	
Creamery Coupons	**$0**	**300**	**$0**	

Program Evaluation: Attendee completion of both the pre-program quiz and a post program quiz. The results from these quizzes can be entered into an excel data sheet to determine if the program was able to bring awareness and knowledge of the creamery and dairy barns to our objective percentage.

Potential Challenges:

- Inclimate weather: Weather such as rain and snow could impact the ability of participants to make it to the program or want to attend under these types of conditions.
- Transportation: Just getting to the program could be potentially difficult if the participants do not have a reliable mode of transportation
- Other recreational activities/ Prior commitments: If the time the program is held is the same time as other events in the area, such as a football game or other sporting event, we will likely not see the full number of attendees we would have seen if the event was not going on.
- Time of day: If the program is held either too early or too late in the day, we may get a low turnout.
- Cost: If the program budget is accurate, the cost may be a potential challenge, being that we are responsible for coming up with the funds ourselves, but if we plan ahead and work with the creamery/ College of Ag, we may be able to reduce our personal costs.

Media Strategy

Media Message - Happy Valley, Happy Cows!

Media Objectives -

- By the beginning of the program, over 1000 people will have seen and completely read one of our posters or heard about our program via one of our other media channels
- Program details will be listed in our media sources so that at least 80% of those who read about it will have a good understanding about what the program entails, what sorts of activities are involved, and when it will take place.
- 80% of attendees will have heard about the program from one or more of the media types we used.

Media Target Audience - Penn State College students who may have an interest in learning more about the dairy barns and the creamery products.

Types of Media - 5 Posters placed around the campus especially around the Creamery, the Hub, the Agricultural Science building, and the library. We would like to also place an advertisement in the Daily Collegian to bring awareness to more students. A third media source we can use to get our program noticed is a blurb in the College of Ag email newsletter. We will also place a sign at the dairy barns.

Media Partners - The Daily Collegian, the Creamery, the College of Ag

Media Budget -

Item Description	**Cost per item**	**Quantity**	**Total Cost**
Poster Printing	**$20**	**5**	**$100**
Daily Collegian Ad	**$30**	**1 Month Period**	**$30**
College of Ag Newsletter			**$0**
			$130

Media Timeline - In order to allow for maximum attendance to the program, we will be putting out the message early. For instance, we will place the ad in The Daily Collegian starting 1 month prior to the program and continuing to run it for 3 days a week until the program. The

newsletter will be sent out roughly 2 weeks before the program and the posters will be placed at the predetermined locations 1 week before the program date.

Media Evaluation -

A pre-quiz to determine what the attendees know about the Creamery, the dairy barns, and where their food comes from before they hear the guest speaker

In the quiz at the end of the program, the last question will be

"Where did you hear about todays program at? "

A) Poster
B) Newsletter
C)The Daily Collegian
D) other _____

These responses can then be put into an excel file to determine the efficacy of each of our media methods to attracting attendees.

Potential Challenges -

- Of the students and faculty who receive the email newsletters, not very many people read the newsletter in its entirety or even open them. This media type will likely not be the most effective media type we could use.
- Newspaper: The reading of newspaper is becoming a thing of the past, students will likely get their news from a device rather than printed text.
- Our posters may be stolen or vandalized which could lead to lack of effectiveness of our posters as media types to promote the program.
- Posters may not reach the audiences we originally planned for: Perhaps our posters may be put up in locations which students who may be genuinely interested in learning more may not visit regularly.