



Promotion & Dissemination

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Delivering Your Message Effectively So Many Choices...

The Telegraph

Home News World Sport Finance Comment Culture Travel Life Women Fashion
Politics Investigations Obits Education Earth Science Health Defence Scotland Roy

HOME » NEWS » NEWS TOPICS » HOW ABOUT THAT?

Cow jumps six feet on to roof

A cow has been caught jumping six feet on to a roof, after the owners thought they had been burgled.



Print this article
Share 2K
Facebook 2K
Twitter 8
Email
LinkedIn 0
+1 0

How about that?
News » UK News »

A cow standing on the roof of a house in Blagdon, Somerset. Photo: ARCHANT

YouTube



0:12 / 1:10
@Jasmine Sjogren

Cow Plays with Pilates Ball

4,834,168 views

12K 7.5K SHARE SAVE

A one in 180 million chance a cow has quadruplets.



Eeny Meeny Miny Moo

World of Puns

Instagram: @punsonly

Albany Oregon Police Department
4 hrs · 🌐

LOOSE COWS! Our officers are currently in the area of Nelson Place in Southwest Albany dealing with three loose cows in the road. If you own these cows, or know who does, please give us a call at 541-917-7680 so we can get them mooooved along!



Traditional vs Social

Traditional

Longevity



Concentrated Audience



Concentrated reach

Social

Vast Reach



Faster Feedback



Conversation

Objectives

- Discuss traditional media's place in today's media landscape x our missions
- Discuss approaches & importance of media relations
- Discuss using stories & locality in traditional media
- Provide tips on drafting, delivering press releases & stories
- Include resources going forward

Change brings new opportunities

Number of U.S. newspaper newsroom employees declined 45 percent in the past decade.

Implications:

- Trained journalists seeking employment in other fields (e.g., corporate communications, PR agencies, non-profits).
- Newsrooms understaffed.
- Increased demand for publication-ready content.
- Media chains getting larger.

Traditional: it's relevant

- 82 % of farmers read an ag publication at least weekly (all age groups)
- 29 % of US farms have no access to internet
- Rural readers utilize local news



This Week in AgriBusiness is seen each weekend on RFD-TV:

- Channel 345 on DirecTV
- Channel 231 on Dish Network

This Week In AgriBusiness

Broadcast Schedule
Saturday 7AM
Sunday 5AM
Sunday 9:30PM
Central Time Zone

Also seen each week on dozens of local TV stations and on FamilyNet on Monday at 8:00 AM.

All times Central Time Zone

net
Nebraska's PBS & NPR Stations

WHO
NEWSRADIO 1040

Iowa Farmer Today

Changing TIMES

Sale barn updates tech but still relies on service

By Jeff DeYoung
Iowa Farmer Today

Ag UPDATE

U.S. News & WORLD REPORT

Traditional media

- Media companies study their audience, optimize delivery methods
- Multi & cross platforms put traditional media in digital formats
- Multi-media approaches layer & reinforce your message
- Allows space, words, photos, videos for more in-depth and rich stories to relay messages i.e. – more than a snapshot or headline!

What media tell us

“It’s hard to deliver a prevention message without a scary accident.”

“Safety articles illustrate the publication’s interest in the reader as a whole person. ... That is a special relationship between a trade publication and its readers.”

Proliferation of social media hasn’t obliterated the demand and appreciation of in-depth, well-produced pieces that deliver a relevant, compelling message or story.

Approaches

- Dedicated communication/outreach staff
 - utilize local talent: writers, photographers, video
- Opportunistic - monitor media
- Maintain e-list of amplifiers:
 - ag communicators
 - your local “go-to” reporters, communications specialists, broadcasters

Approaches

- More amplifiers:

Think outside the box: who else has an interest, can spread /amplify your message?

- Agribusinesses
- Commodity groups
- Your larger organization's communications/media
- Youth groups
 - Insurance groups

DEADLY MANURE GAS DOES NOT DISCRIMINATE PROTECT YOURSELF



By Stephanie Leonard, Industrial Hygienist Occupational Safety Manager at the University of Iowa

If storing, hauling, or applying liquid manure is part of your work, protecting personnel and livestock should be on your mind right now. Careful planning can make the difference between a safe outcome and lives lost.

The hazard is hydrogen sulfide (H₂S), a heavy, colorless gas with no warning properties at unsafe concentrations. It is lethal and unpredictable. H₂S is one of many gases produced by bacteria that break down manure and organic matter, along with methane (a flammable gas), ammonia, carbon dioxide and others.

Hydrogen sulfide remains dissolved in undisturbed slurry; concentration in the surrounding air can vary from undetectable (0 ppm) to a few parts per million (ppm). At this low concentration, (3 ppm) H₂S has a recognizable rotten-egg odor.

When manure is disturbed or transferred, H₂S bubbles break through the surface into the air. (It's like what happens when you shake a bottle of your favorite carbonated beverage before you open it.) During agitation and pumping, H₂S is released in bursts. In a matter of seconds, concentrations can increase a hundred to a thousand-fold.

Concentrations over 5 ppm cause increasingly severe health symptoms and outcomes, headaches, eye irritation, disorientation, collapse, loss of consciousness, and death. At 100 ppm, the concentration deemed Immediately Dangerous to Life and Health (IDLH), H₂S is no longer detectable by sense of smell. If people or livestock are in the immediate environment with concentrations of 500-2000 ppm, the consequences can be fatal. These concentrations have been documented during agitation and pumping.

FATAL SCENARIOS

These are some recent fatalities:

- 2013**
 - Iowa: Jeremy Schulte (3) entered his tank to add
 - Wisconsin: Rodney (4) entered a pit to repair Jeremy attempted to
 - Ohio: Humberto (4) overcome while at liquid manure.
 - Iowa: Gene (58) pump when Aug. Gene entered t
 - Wisconsin: Jo tank he'd use
 - South Dakota: Tom do repairs; he was found alive was also overcome and never regained a few months later.
- 2015**
 - Also in 2016, deaths occurred in new previously been identified as dangerous slot-over-pit beef cattle barns.
 - Mike Biadasz (29) died while agitating on his family's beef feedlot in Wisconsin also killed.
 - Later in the fall, dozens of cattle were in Wisconsin, Iowa, and Illinois during Responding to these incidents, safety application concentrations as high as over 300 ppm during pumping.
- 2016-2017**
 - Poor-quality well water and high sulfur containing dietary ingredients (syrup) can increase sulfur excreted from animals, resulting in risk during manure handling. Environmental conditions including supplemental ventilation, and agitation/stirring practices also of H₂S during manure handling.



Fall 2018
Soybean | Corn | No-till



PUBLIC HEALTH

Stories from the Farm

The UI College of Public Health helps start a website to encourage agricultural safety.

➔ Brian Egel knows what happens if you're not careful on the farm, if you let your attention slip for even a moment.

He lost his left arm in an auger accident when he was 8 years old. He's broken his leg twice, once when he fell off a tractor and another time when a boar rolled over on his leg. A shoulder injury while sorting cows required surgery, and he has carpal tunnel syndrome. The injuries, he says, give him license to warn other farmers and farm workers to pay attention to what they do.

"I want to tell them to be careful when you're working, to not hurry anything or cut corners, because that's when you get in trouble," says Egel, who farms near Nichols, Iowa, in Muscatine County. "I want to point out the dos and don'ts that keep people safe."

To help spread his message, Egel shared his story with the Telling the Story Project, a farm safety initiative developed in part by the Great Plains Center for Agricultural Health located in the UI College of Public Health.

"Our goal is to use farmers' words, insight, and advice in a way that makes safety messages more credible with other farmers who understand their own way of life," says **Stephanie Leonard** (84MS), occupational safety manager in the Great Plains Center. "Farmers talking to farmers is the groundwork for any kind of effort to improve farm safety."

The project's most visible presence is a website at tellingthestoryproject.org, where farmers from around the Midwest share their experiences in the hopes of helping other farmers reduce accidents and prevent injuries.

The idea for the storytelling project came when Leonard investigated workplace deaths and injuries as part of another UI project, the Iowa Fatality Assessment and Control Evaluation Program, and learned agricultural-related fatalities made up about 30 percent of all workplace deaths in Iowa during a typical year, even though agricultural workers made up less than 10 percent of the state's employment base.

Having grown up on a farm near Holstein, Iowa, Leonard says she knew that farm work was inherently more dangerous than most other occupations. She found the farmers' stories to be compelling in a way that statistics alone didn't convey. Through a collaboration with several Midwest agricultural safety and health centers that involved funding through the National Institute for Occupational Safety and Health, the website officially launched this past summer.

Leonard says the hope is to create a resource where farmers can learn from one another's experiences. "Too often, farmers don't tell anyone when they're injured or have close calls, and they say it's because they don't want their wife or family to worry," she says. "We want to encourage farmers to talk about it, to communicate, so it doesn't happen to anyone else." —**TOM SNEE**



Captains Courageous

Meet Harper Stribe. She's a plucky 8-year-old, cancer warrior, and one of our brave Kid Captains who inspire waves of Hawkeye love.

Approaches: Get local

- Utilize local publications & publishers
 - get your message to your target audience
 - locals cover school, sports, music, FFA, church & community
 - smalls & county papers are eager for produced content
 - many have online content- digital/social
 - e.g.: Iowa newspaper association
(www.inanews.com)
 - ~ 300 members: weekly, biweekly, daily local papers & advertisers

Illinois Farmer Today

Iowa Farmer Today

Missouri Farmer Today



12 HR. SAFETY WATCH

'Saving grace'

Story of survival sparks changes on hog operation

By Stephanie Leonard

Roxanne Fevold's doctor told her that her husband's experience is used as a learning opportunity for their medical community because it is so rare.

"You don't hear about this happening," she explains. "If you do, it's because somebody died, not because somebody lived. And that is with me every day."



Photo courtesy Stephanie Leonard

Jason and Roxanne Fevold share the story of a tractor date that likely saved his life.

confinement building's office to use the restroom. "Be right back," he said, before he started the pump to fill the tank.

Some minutes later, Roxanne saw manure slurry splashing out of the top of the tank. Something was wrong.

Dead weight

"I took off at a dead sprint towards the building," she recalls. When she looked in through

cident is spotty. He remembers washing his hands inside and feeling something was really wrong. His head was spinning, there was a god-awful loud noise in his ears. That magnified pump noise was the last thing he remembered.

At the emergency room in Webster City, he was in and out of consciousness. Late that evening, he was taken to Mercy Hos-

Telling the Story

Personal stories have sticking power. For many of us, stories are easier to relate to and recall than statistics. They bring the message home.

Jason and Roxanne Fevold's story is one of several highlighted in the Telling the Story Project, a new collaborative effort of Midwest NIOSH Agricultural Centers that aims to share real-life experiences that raise awareness and ultimately prevent injuries and fatalities.

The story-sharers have a common motivation: helping others learn from and avoid the same type of incident that they experienced.

To read them all, visit www.tellingthestoryproject.org.

And don't underestimate the power of sharing your own story; it can help others!

never have to enter to check pig welfare. Doors are locked to prevent entry during

traumatized Roxy, too, and seeking help from her doctor was when she discovered how the local medical community learned from Jason's remarkable survival and recovery. Every memory of that day and the days that followed are crystal clear to her. Including the fact that she, too, had been at risk.

"It is with me every single day; that he could have died."



on Fevold, Roxanne's first year at the Iowa... He returned to

Approaches: Join up

American Agricultural Editors Association /
The Agricultural Communicators Network

www.agcommnetwork.com

- Members directory
 - + freelancers
- Professional development
- Regional workshops
- Ag Media Summit



AAEA
The Agricultural
Communicators
Network

Approaches: Join up

National Association of Farm Broadcasters

(radio + TV) www.nafb.com

- Membership: Allied Industry Council
- Members directory
- NAFB Convention
- NAFB News Service: “Connecting the agriculture industry with 3.1 million U.S. farmers and ranchers everyday... heard on more than 1,300 stations nationwide every day.”



Approaches: Use stories

- They can make statistics personal, real
- They stick
- They're memorable, human
- They start conversations, beget more stories
- They impart experience, knowledge, lessons
- They talk across, not down

Approaches: Use stories

- Make them local
- Listen & ask
- “Good stories happen to good storytellers”
- Tell your own when it’s relevant
 - Credibility, set the example



www.tellingthestoryproject.org

Collaborative project among Midwest NIOSH Ag Centers

First-person, Story-based, Prevention messages

Focused on storytellers

Multi-media platforms

Utilizing traditional media, digital media, photo & video,
social media

Telling The Story Project

Tell a story, save a life.

[ABOUT](#)

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[VIGNETTES](#)

[STORY•FRAMES](#)

[RESOURCES](#)

[MORE](#)



SUSAN

“The Ripple of Impact”

Website visits

Newspaper article

External newsletter

Presentation

Interview

Release

Listserv

Social media

Internal newsletter

Keeping it safe on the farm

Farming isn't just hard work. It also can be dangerous work.

That's not news to America's agricultural producers. But a new website, "Telling the Story," offers worthwhile farm safety information and links. The site, tellingthestoryproject.org, features firsthand accounts by farmers who have been injured on the job.

"Tell a story, save a life," the website says. It's a common-sense motto. Firsthand descriptions on the site, developed by a variety of farm organizations, describe incidents involving ATVs, equipment upgrades, falls, farming with injuries, fire, foaming manure and ladder safety.

Kenny Patterson, of Cherokee, Iowa, provides one of the stories, describing what happened when he drove a four-wheeler on a sloped grade with uneven terrain while spot-spraying thistles in one of his pastures.

The vehicle overturned and rolled over him. The accident injured his lower body so badly that he had to crawl home from the accident scene, using just his arms.

"I was instantly mad at myself," Patterson said. "What I did was stupid."

His message to fellow producers: Let's keep it safe down on the farm.

Omaha World-Herald

REAL. FAIR. ACCURATE.

Iowa Farmer Today

...s, field
...ns, and
...opportunities
...ts: Kids' Pedal Pull,
...ty Carnival, Ride
...periences, Linder
...etwork Noon Show,
...sota Farm Bureau
...nger Hunt, Pig Races,
...nesota State Patrol
...nicle Inspection
Special events: Free sweet
corn feed, Minnesota Farm
Bureau pancake breakfast,
Farm Family of the Year.

People say, 'Yeah, I could have been that person'

Website aims to share stories of injury on the farm

BY BRIAN TODD
btodd@postbulletin.com

IOWA CITY, Iowa — To read Jason Fevold's story is to read about death, cheated. Fevold, a farm worker in October 2010, was helping spread manure from a hog confinement building when he fell into the soil when he

Telling the STORY

Website brings together farm stories of safety and survival

By Stephanie Leonard

"How'd it happen?" That's often the first question upon hearing of an accident or seeing the result of someone's injury: What's the story?

We asked that question many times as part of the Iowa FACE program, collecting the "how" and "why" about work-related injuries to learn information that could help prevent other incidents.

Project, a new collaboration among regional Agricultural Safety and Health Centers that includes the University of Iowa's Great Plains Center and our partners at the Central States Medical Center (University of Nebraska) and the Upper Midwest Center (University of Minnesota).

In their own words, the storytellers give a close-up, honest look at the "how" and "why" of what went wrong and the impact of an incident, even months or years later.

Their accounts contain insightful lessons others can use to recognize unsafe situations. The storytellers are safety advocates, explaining changes they've made for safer work.

When you learn their story, you relate to them personally. You might imagine yourself or someone you care about having their experiences. Their multimedia stories are housed at www.tellingthestoryproject.org. The website also has topical resources with prevention recommendations and a page with anecdotes in cartoon format, created by our storytellers.

ive interest of this publication. Mike Biadasz died after he was exposed to hydrogen sulfide (H₂S) gas while agitating manure at an outdoor lagoon in Wisconsin. Mike's death was the first known case of a H₂S fatality occurring in an open pumping environment. His family's campaign raises awareness about the hazard, promotes use of monitors and increases safety education opportunities locally in Wisconsin. Jason and Roxanne tell about their tragic turn into a nightmare. Roxanne discovered building Jason conscious inside of H₂S exposure could have multiple

July 21, 2018 / www.IowaFarmerToday.com

Telling The Story Project
Tell a story, save a life



Telling the Story

Learn

Share



Kenny

Share

Approaches: Press release

Aim: Transfer news to journalists so that it can be made public through their respective dissemination channels.

Think of news as “clay” that can be molded across different story angles and media platforms.

Be sensitive to the frames, interests and deadlines of journalists and their news organizations.

Key release elements

- Catchy headline (up to ~60 characters)
- Hook – why is this relevant *now*
- The point - event, announcement, resource
 - Who – what – where – why - how
- Clear text, simple words, no jargon
- Show, don't tell
- Quote(s)
 - Photos/Graphics
 - Call to action, contact information

Do's and Don'ts

Media Guidelines Resource (Child Ag Safety Network)

MEDIA GUIDELINES

for AGRICULTURAL SAFETY

SPECIFIC TO CHILDREN/YOUTH

Children and teens are often at greater risk of injury than adults. They typically have less physical strength, shorter reach, and lack the coordination and balance of adults. Cognitively, it takes them longer to process information, they have shorter attention spans, and may lack the impulse control that adults have. They are also more likely to do what they see others doing, rather than what they are told.

This makes it vitally important to depict (visually and textually) children and teens in safe situations. If they're doing farm/ranch work, ensure tasks are age and ability appropriate.

Photos and videos are often used as "attention getters," but sometimes "cute" is unsafe, e.g. a cow licking a child's fingers. Other examples to avoid include a child playing in a grain bin, in close proximity to an adult animal, or riding an ATV without a helmet.



Childhood Agricultural Safety Network

Website:
www.childagsafety.org

Email:
nccrahs@marshfieldresearch.edu

Phone:
1-800-662-6900

The agricultural stories we share in traditional and social media can make life safer for farm and ranch families and workers. While not intentional, what we write, say, and the images we show can perpetuate - and even increase - unsafe farm practices.

To help minimize unsafe practices, the Childhood Agricultural Safety Network has compiled the do's and don'ts provided here as reminders for all of us. Following them can help each of us be confident that we are doing our part for farm safety.



VISUAL MEDIA

DO show tractors and other farm equipment being maintained and operated safely. That includes rollover protection structures (ROPS) on tractors and proper guards in place on power take off units (PTOs) and other moving parts.

DO show children doing age-appropriate chores under supervision.

DO show working individuals wearing proper fitting personal protective equipment, appropriate for the tasks they are performing. When depicting workers with machinery, make sure they are not wearing loose fitting clothing or anything (jewelry, drawstrings, bandana) that could become entangled.

DO be aware of the background. Is it free of clutter? Do buildings and equipment appear to be well-maintained? A clean, well-ordered background conveys an environment of safety and attention to detail.

DO NOT show individuals riding on wagons, in the backs of pickup trucks or as extra riders on tractors or ATVs.

DO NOT show persons climbing to heights without fall protection, stair or platform guarding.

DO NOT show workers leaning over or feeding materials into machines with moving parts or blades.

DO NOT show children under 14 driving any motorized farm vehicle.

DO NOT show children riding on adults' laps on ATVs or lawn tractors/riding mowers.

DO NOT show children in proximity to large animals unless appropriate barriers are evident.



EMPHASIZE ADULT ROLE IN PREVENTION

Adults should:

- 1) Provide young children with a safe play area instead of allowing them to play in the worksite.
- 2) Provide sufficient training and personal protective equipment for youth old enough to work.
- 3) Provide supervision as well, but note that supervision alone is insufficient to prevent injuries.



EMPHASIZE SAFETY RESOURCES

To access resources and learn more about keeping children and adults safe while in the agricultural environment, visit www.CultivateSafety.org



TEXT

DO use the word "incident" rather than "accident." Evidence confirms that injuries are both predictable and preventable. "Accident" implies that the incident was an "act of God" or "bad luck."

DO explain safety violations and/or prevention measures. Grim details of an injury are only part of the story. Make the story a teachable moment. Sometimes an injury can be prevented with a simple, inexpensive step, such as ensuring a power takeoff unit (PTO) shield is in its proper place.

DO follow up on long-term implications of a serious injury. Emphasizing the "courage" of a trauma victim during immediate recovery, and the outpouring of goodwill following an event, can overshadow long-term implications such as economic hardships, post-traumatic stress, and/or multiple follow-up surgeries.

DO depict production agriculture for what it is: an intense, high risk industry made even more stressful by unpredictable factors such as weather and crop prices.

DO include information on safety resources and programs that are available to readers.

DO NOT say that a child killed in a farm incident, "died doing what he loved," or that she, "loved to help daddy." This implies that it's OK to allow a child into an agricultural worksite.

DO NOT attribute mishaps on the unpredictable nature of animals, the failure of machinery or the existence of other inanimate objects such as a protruding rock or a ditch that gives way.

DO NOT use "freak accident" when describing a traumatic event. Although an adverse event may seem unique, injury data will likely reveal that many similar events have occurred.

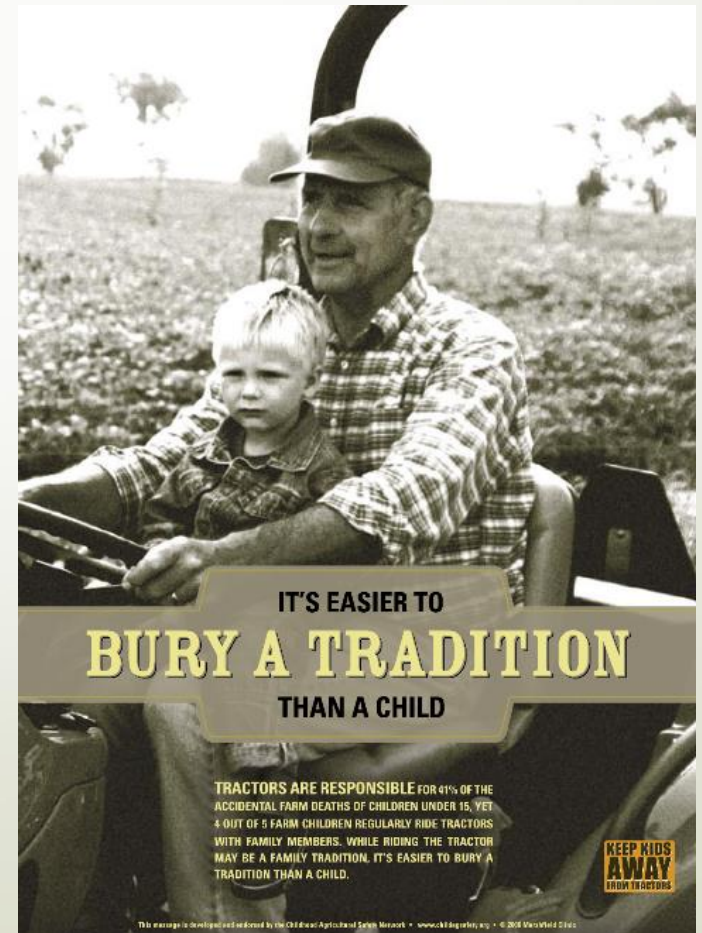
DO NOT suggest that unsafe practices are acceptable just because they are family tradition. Unsafe traditions should always be challenged.



Case 1

“Tale of two releases”

Keep Kids Away from Tractors



Case 1

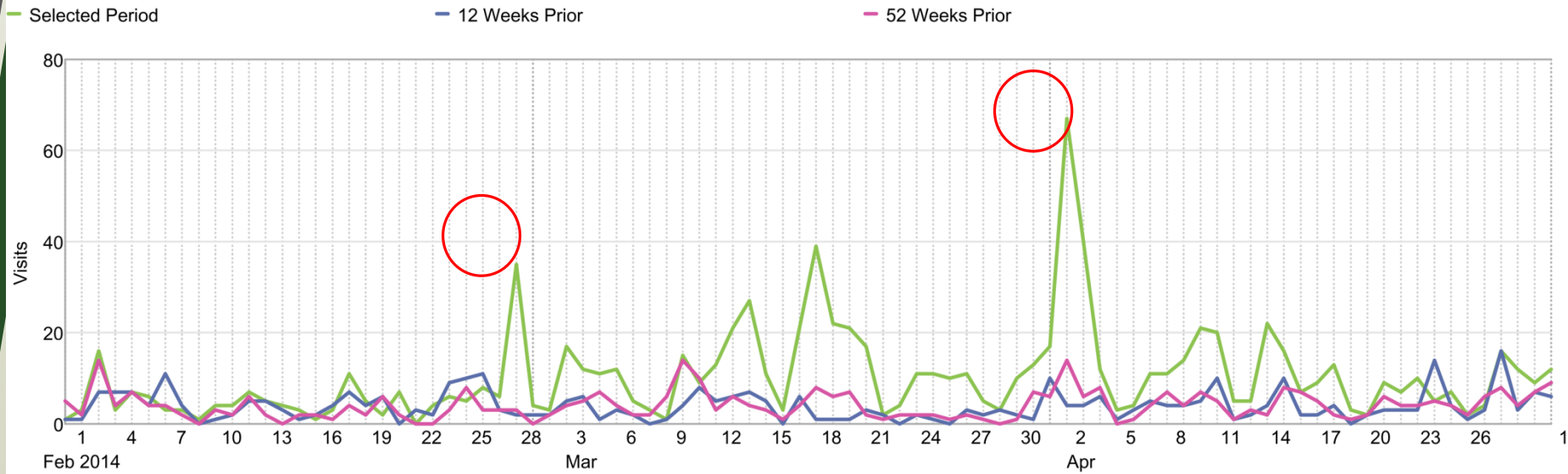
Release 1 – “A child dies from injuries on a farm an average of once every 3.5 days. The most common situation involves a tractor.”

Release 2 – “Controversial and blunt, the Childhood Agricultural Safety Network’s ‘Keep Kids Away from Tractors’ campaign has rattled traditional thinking.”

Case 1

Release 1 – Feb. 27

Release 2 – March 31



Case 2

“The Sleeper”

Reporters sometimes sit on a release until they find timely peg.

-- *Janesville (WI) Gazette, June 13, 2015*

Tractor safety courses planned

By Catherine W. Idersa
cidersa@gazetteextra.com

ELKHORN

Here's something that might make farmers giggle: Under state statutes, no person may "direct or permit a child under the age of 16 years to operate a farm tractor or self-propelled implement of husbandry on the highway unless the child has been certified as successfully completing a tractor and machinery operation safety-training course."

In a profession where kids are considered part of the labor force—and start driving heavy equipment as soon as they can reach the pedals—the state law seems remarkably out of touch with reality.

This summer, Walworth and Rock County extensions will offer their tractor safety courses for youth between the ages of 12 and 16. The dates for Walworth County's course, which is being held in conjunction with Racine and Kenosha, will be announced shortly.

In Rock County, the course will run from June 22 to 25 on the county 4-H fairgrounds in Janesville.

Kristine Ely, Walworth County UW Extension, said the course covers everything from how to safely get in and out of a tractor to how statutes regulating tractor operation were developed.

Students must take 24 hours of classroom instruction and then pass a written exam and a driver's test, Ely said.

While farmers might exercise different choices with their children and on their farms, tractor safety training is part of a national effort to reduce farm injuries.

It seems to have worked.

In 1996, the National Institute for Occupational Safety and Health was charged with making prevention of childhood agricultural injury a priority. That was the year Wisconsin passed its tractor safety law.

Between 1998 and 2012, the rate of injuries to youth who lived and worked on farms declined 57 percent, according to the National Children's Center for Rural and Agricultural Health and Safety in Marshfield.

TO LEARN MORE

Walworth County tractor safety courses were scheduled for mid-June but now will be held at a date later this summer. For more information, call Kristine Ely, Walworth County UW Extension, at 262-741-4968 or email kristine.ely@ces.uwex.edu.

Rock County courses will be held from 8 a.m. to 2 p.m. June 22 to 25 at the Rock County 4-H fairgrounds, Janesville. To register, call Nick Baker at 608-757-5498 or email nick.baker@ces.uwex.edu. The \$25 fee covers registration materials and exam fees.

However, farm injuries among children younger than 10 are increasing. And fatality statistics between youth working in agriculture and nonworking youth show striking differences.

For youth in agriculture, vehicles and machinery account for 73 percent of fatalities.

For non-working youth, vehicles and machinery account for 42 percent of fatalities.

Nothing to laugh at there.

Farm safety proponents often find themselves up against tradition. Adult farmers remember driving tractors when they were young. They also remember the fun of riding with a parent or grandparent.

Scott Heiberger, communications specialist with the National Children's Center, said a Keep Kids Away from Tractors campaign has angered some farmers, who see riding or driving a tractor at a young age as not a big deal.

Heiberger, who spent summers on his grandparents' farm in Illinois, said he understands that tradition.

"We all did things as kids that put us in harm's way," Heiberger said. "To be 13 or 14 years old and out cultivating the corn—it was great. You have all this responsibility, and you didn't have to clean out the barn."

Those ideas are changing, and the tractor safety class requirement is helping reduce injuries and change ideas.

"The more we see, the more we realize how dangerous these situations can be," he said.

What we have learned

- Build, maintain contact list
- Determine review/approval
- Determine spokespersons
- Determine talking points
- Write release so it can run as-is, and be easily repurposed

The “B” Attitudes

- **Be credible**
- **Be available**
- **Be helpful**
- **Be attuned to your intended audience when you write, speak, shoot, create**

The release is NOT dead

“Today’s news cycles make the reality of verbatim pickup a very real outcome – that is, if the release is written well.”

-- *PR News, Writer’s Guidebook*

Customize your release

Lead-in A: (YOUR NAME, title) represented (NAME of YOUR ORGANIZATION/DEPARTMENT) at the recent Child Agricultural Injury Prevention Workshop in Des Moines, IA.

Lead-in B: (YOUR ORGANIZATION NAME) participated in the recent Child Agricultural Injury Prevention Workshop in Des Moines, IA.

Second paragraph –

(A) YOUR NAME -- or -- (B) YOUR NAME, job title for YOUR ORGANIZATION NAME,) joined safety professionals, FFA advisors, etc.

Sample quote from you

“The workshop showed how we all can make a difference in safeguarding children who live, work and play on farms,” said (YOUR NAME). “By working with other organizations we can get the information and resources to farmers and ranchers, enabling them to implement safety strategies.”

Scope of the problem

Agriculture is one of the nation’s most hazardous industries. Those who work in agriculture are seven times more likely to die on the job than workers in other industries. A youth dies in an agricultural incident about every three days.

Quote from the host

“We hope that everyone who participated in the workshop will use what they learned here to develop and enhance their organization’s child agricultural injury prevention efforts,” said Workshop Director Marsha Salzwedel, National Children’s Center.

About the event

The workshop featured 12 sessions, most with hands-on activities and group discussion, as well as topic roundtables and learning labs. Participants were given the chance to submit proposals for safety grants up to \$5,000 each, enabling them to continue work started during the workshop.

More about the event

Invited speakers included Dee Jepsen, Ohio State University and Diane Rohlman, University of Iowa.

Sponsors and invitation to action

Sponsors include Westfield Insurance, John Deere, and the National Farm Medicine Center.

For more information, visit

www.marshfieldresearch.org/CAIP-workshop.

Social Media Objectives

- Realize why social media is so important to your organization
- Understand how to use social media
- Create a plan to disseminate information using various types of social media



Release your news!

Social Media Objectives

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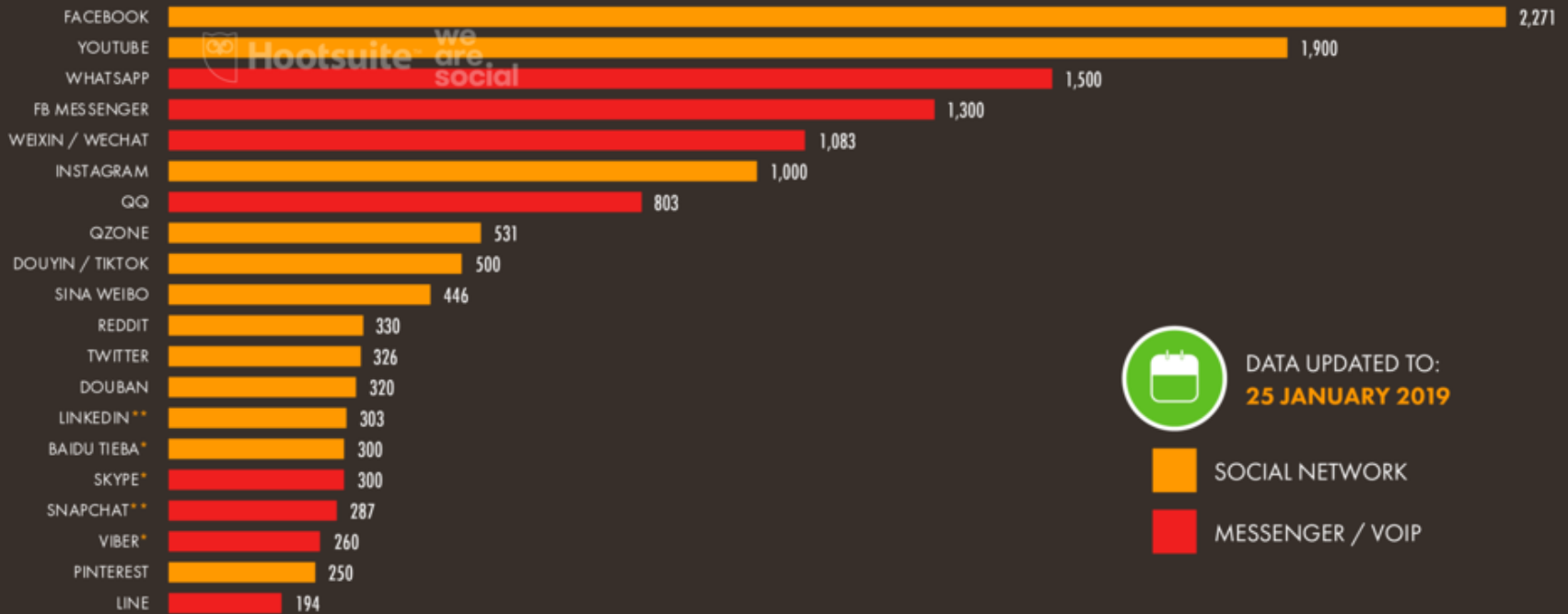


Social Media Channels

JAN
2019

SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



DATA UPDATED TO:
25 JANUARY 2019

 SOCIAL NETWORK

 MESSENGER / VOIP

Facebook Marketing Statistics



2.6%

Facebook Pages posts organic reach



5+ billion

Businesses using Facebook ads to reach target audiences



94%

Social Media Marketers using Facebook ad platform



#1

Ad channel for both B2C & B2B companies



57%

Consumers say social media influences their shopping, led by Facebook at 44%



Thursdays & Fridays; 1pm & 3pm

Best times to post on Facebook



6.9 times

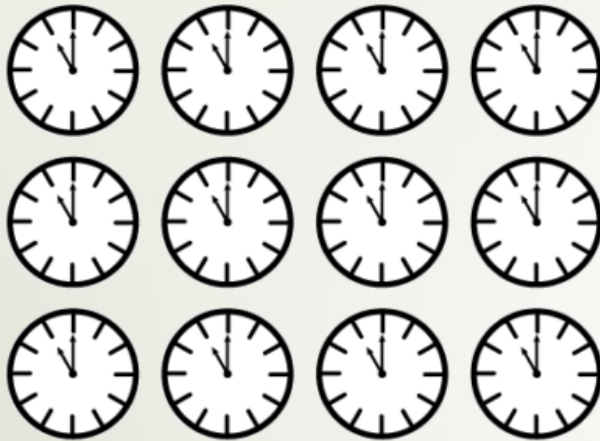
Engagement of brand-generated content



8 times

Per day... brands post an average on Facebook

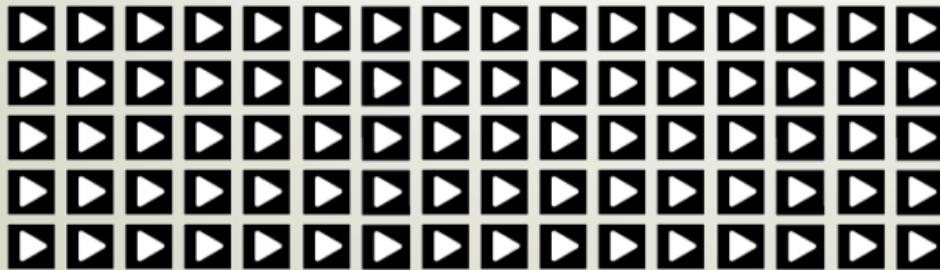
YOUTUBE STATS:



300 hours
of video is uploaded
EVERY MINUTE

30

million
daily visitors



5 billion
videos watched
EVERY DAY

INSTAGRAM

Fastest growing



600
MILLION

unique
monthly
users



predominantly female

38% of online women

26% of online men

AGE
<35

90% of Instagram users
are under 35

53%

of Instagram users
follow brands

TWITTER

Most oversaturated

unique
monthly
users

317
MILLION

predominantly male
22% of online men
15% of online women



mostly 18-29
year-olds

AGES
18-29

53% of Twitter users never
post any updates

53%

users only spend an average of 2.7 minutes
on Twitter's mobile app per day

2.7
MINUTES





Social Media Brand

What is a Brand?



Then: A name, term design, symbol or other feature that distinguishes one seller's products from those of others.

What is a Brand?



How do you feel when you see these brands?



JOHN DEERE

Coca-Cola



What does your brand say?



AgHealth
Central States
Center for Agricultural
Safety and Health



GREAT PLAINS
Center for Agricultural Health



National Children's Center
for Rural and Agricultural Health and Safety

The Conversation is Happening



Will You Be Part of It?

Why Social Media?

Relationship building

Develop a community

Improve customer service

Increase exposure of your brand

Boost traffic to your website

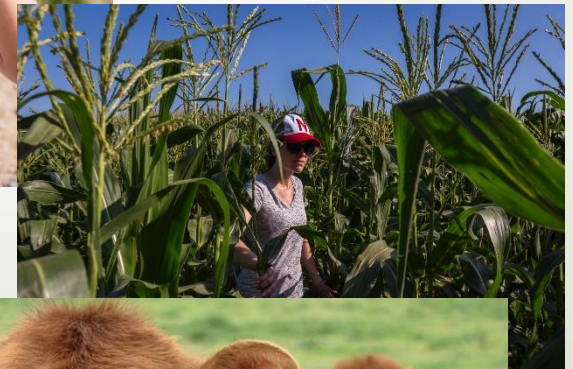
Free (maybe)



How Social Media?

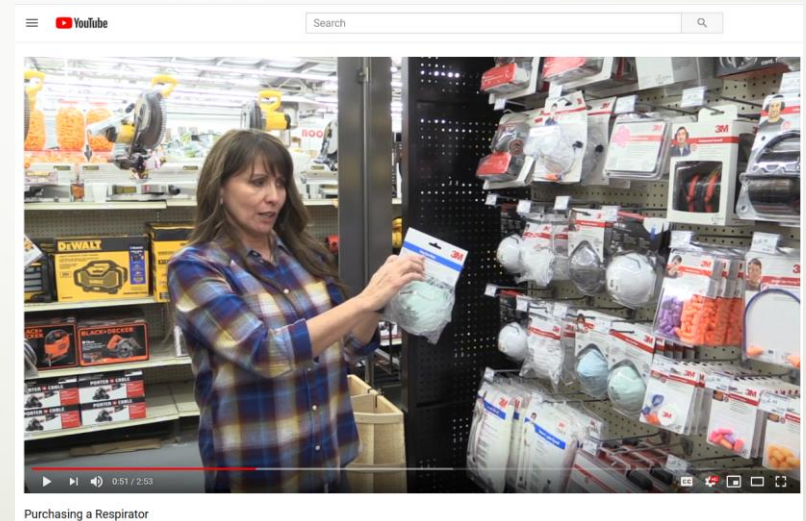
Share-worthy photos

- Keep it simple and interesting
- Capture details
- Focus on subject matter
- Lighting
- Stock images
 - CS-CASH Photo Sharing



Use Video

- Shock and Awe – doesn't have to be highly produced
- Tell them something
- Facebook: 1-2 minutes
- YouTube: 2+ Minutes
- Instagram: 30 Seconds



Post Length

- Facebook - max engagement 40 characters
- Facebook live - Get creative and go longer 18-20 minutes
- YouTube – optimal length is 3 minutes
- Instagram posts - optimal length is 138-150 characters but focus on the visual.
- Tweet – optimal length 100 characters max is 280

How often should I post?

- Post to **Facebook** twice a day (Buffer)
- Post on Facebook a minimum of **three times per week** while keeping your maximum posting frequency to 10 times per week (Constant Contact).
- **Facebook algorithm states the more consistent you post, the more they will share on pages of your followers.**

How often should I post?

- Major brands share on **Instagram 1.5 times** a day, (Buffer)
- Post to Instagram a minimum of three times per week. (Dowsocial)
- YouTube is more about great content. Post when you have something good. But remember consistent posts brings people back.

U.S Ag Center YouTube Channel



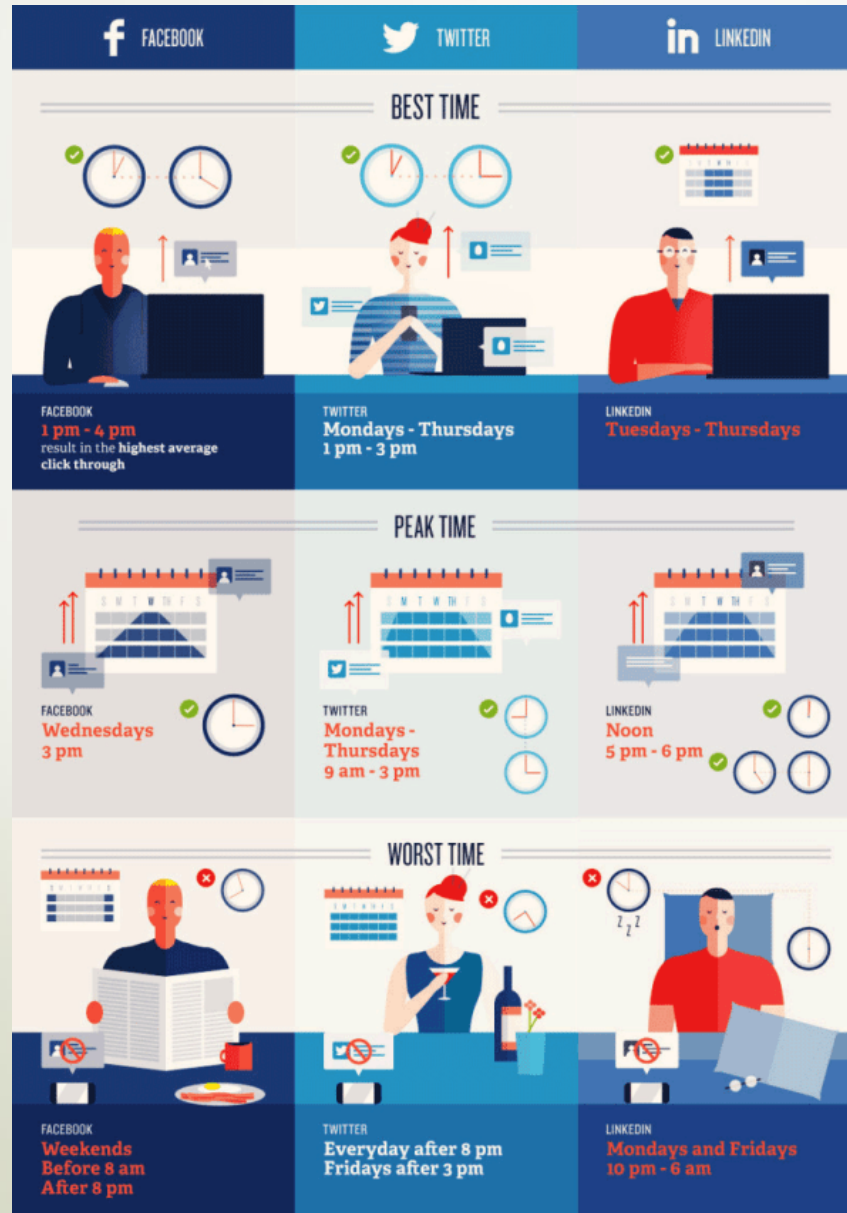
<https://www.youtube.com/user/USagCenters>

118 Ag Safety and Health Videos – reviewed and ready to share!

How often should I post?

- **Twitter**, most retweets happen within an hour after tweeting, so a higher daily frequency is best. Start by tweeting **5–20 times** every day.

When should I post?





**“Before one can do,
One must Plan”**

Make your plan, your way

Social Media Content Calendar								
Name								
Month								
Week								
Channel	Content Details	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Topic							
	Content							
	Keywords/ Hashtags							
YouTube	Topic							
	Content							
	Keywords/ Hashtags							
Instagram	Topic							
	Content							
	Keywords/ Hashtags							
Twitter	Topic							
	Content							
	Keywords/ Hashtags							



Group Activity

- Read the media piece provided to your group
- Using the media guidelines in your workbook, assess the release
 - What is good (“Do’s”)
 - What isn’t good (“Don’ts”)
 - What is missing?
 - How would you re-write this article?
- Share your article, assessment and “re-write” with everyone

Additional Activities

- Additional suggestions for activities are included on the following slides for you to do as you have time.
- If you don't know how to do something, reach out to us!
- Remember, you have a whole new network of people who are happy to help.

Press Release

- A sample press release is included in your workbook
- Customize the press release by filling in the missing information and “tweaking the content” as desired
- Send it to your media outlets!

Make it Live

- We know that Facebook shares live videos on more pages than any other type of post.
- When you have a chance, take some time and find a quiet area to “Go Live”. Tell the world 3 things you learned at this event in the past day and a half.

Create a new page



Instagram



facebook

- Don't have a page?
- Want to start one?
- When you have a few minutes, pull out your device and do it!

Questions?



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