

Celebrate Agriculture

NATIONAL AG DAY • MARCH 21, 2007



NATIONAL

AG DAY



2007

March 21st

marks the first day of spring. It falls during National Ag Week, March 18–24, 2007, a time when producers, agricultural associations, corporations, universities, government agencies and countless others across America gather to recognize and celebrate the abundance provided by agriculture.

Why would individuals involved in agriculture volunteer time and energy to celebrate National Ag Day?

If you're reading this, that question is probably moot! Like you, the Agriculture Council of America and its supporters are committed to increasing public awareness about American agriculture. As the world population soars, there is even greater demand for the food and fiber produced in the United States.

The National Ag Day program believes that every American should:

- 1 understand how food, fiber and renewable resource products are produced.
- 2 value the essential role of agriculture in maintaining a strong economy.
- 3 appreciate the role agriculture plays in providing safe, abundant and affordable products.

- 4 Acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industries.

Agriculture provides almost everything we eat, use and wear on a daily basis, and is increasingly contributing to fuel and other bio-products. Each year, members of the agricultural industry gather together to promote American agriculture. This effort helps educate millions of consumers each year.

By far, the most effective part of this program is the role you play in helping “spread the word.” A few generations ago, most Americans were directly involved in—or had relatives or friends involved in—agricultural-related endeavors. Today, that is no longer the case. That is why it is so important that we join together at the community level ... our voices, in concert, become a shout that carries our message a great deal further than any one of us can do alone! We are pleased that you have joined this effort to promote American agriculture. Thank you for your support!

Your AG DAY PLANNING GUIDE

This *Ag Day Planning Guide* was developed to help you plan and host Ag Day events most effectively. Inside you'll find tips, tools and strategies that have been successfully used in past years to build awareness about agriculture in communities across America. You can also find these helpful tools – and more – on the Ag Day Web site at www.agday.org.

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Why Celebrate Ag Day?

Americans need to understand the value of agriculture in their daily lives. Here are just some of the key reasons why it's important to recognize—and celebrate—Ag Day each year:

- Increased knowledge of agriculture and nutrition allows individuals to make informed personal choices about diet and health.
- Informed citizens will be able to participate in establishing the policies that will support a competitive agricultural industry in this country and abroad.

■ Employment opportunities exist across the board in agriculture. Career choices include:

- farm production
- agribusiness management and marketing
- agricultural research and engineering
- food science
- processing and retailing
- banking
- education
- landscape architecture
- urban planning
- energy
- and other fields.

■ Beginning in kindergarten and continuing through 12th grade, all students should receive some systematic instruction about agriculture.

■ Agriculture is too important a topic to be taught only to the small percentage of students considering careers in agriculture and pursuing vocational agricultural studies.

■ Agricultural literacy includes an understanding of agriculture's history and current economic, social and environmental significance to all Americans. This understanding includes some knowledge of food and fiber production, processing and domestic and international marketing.

ADVICE FROM THE FIELD

"We promote agricultural literacy by highlighting an excellent book for children about agriculture during this week. Members typically place over 1,000 copies (of the award-winning book) in schools, libraries and doctor's offices each year!

Judy Roush
Ohio Farm Bureau

Download more helpful tools at
www.agday.org!

You'll find:

- ▶ Talking points about the importance of agriculture
- ▶ Ag Day logos
- ▶ Artwork for tabletop poster and banner
- ▶ Sample presentation speech
- ▶ Press release (to download and modify for your event)
- ▶ PSAs (to download and modify for your event)



Getting Started

Getting Started

Hosting an Ag Day event can be easy and fun if you plan ahead. Here are six simple steps that will help make your efforts a success.

Determine Your Primary Message

What is the single, most important point that you'd like to be able to communicate with

your event? The importance of quality ingredients (to a successful recipe or article of clothing)? The value of sound nutrition? The financial impact of agriculture in your community? The contribution of agriculture to renewable fuel resources?

The more specifically you can focus on—and demonstrate—your message, the more likely it is to be remembered!

Identify Your Audience

Decide who you want to reach most with your message. Consider individuals who are least aware of the benefits of agriculture or have the ability to influence others. Some possibilities include:

- Consumers (general public)
- Children and Teachers
- Business Leaders
- Parents
- Media Contacts
- Government Leaders

Form a Strong Committee

Once you have a general idea of whom you'd like to reach, begin enlisting support from others who share your enthusiasm for agriculture. By joining together, you can expand creativity, lend credibility to your celebration and cut down on costs. Potential committee members may include:

- Farmers and Ranchers
- Business and Trade Associations
- Service, Fraternal and Youth Groups
- Religious and Educational Groups

- Health, Safety and Environmental Groups
- Government
- Media
- Women's Organizations
- Merchants

Learn more about putting together an effective committee on page 8!

Select an Event

One of the first steps in choosing your event may be to find out what other groups in your community, state or industry are doing to celebrate Ag Day. This is a good opportunity to enlist their support, thus enhancing each other's efforts. The list of contacts on page 11 will give you a good idea of some organizations that are active during Ag Week. Work with your committee to host an event that keeps to the mission of Ag Day, but also brings exposure to involved members and organizations.

Check out the great ideas for Ag Day events on page 6!

"Agriculture is the most healthful, most useful and most noble employment of man."

George Washington



Plan and Host Your Event

After you've selected an event, it's time to develop a detailed plan of execution. Some considerations in your planning include:

Research—What will need to be done to ensure you can host your event?

Logistics—What has to be done in preparation for—as well as the day of—your event?

Fundraising—What costs are involved? Who will underwrite those costs? Can several groups share in the expense?

Communications/Publicity—What is your strategy for getting exposure for your efforts?

Be sure to check out the detailed planning checklist on page 9!



Evaluate Your Efforts

Once you've wrapped up your event, take time to reflect on its success. Did you meet your goals? Did you get the media coverage you desired? What would you do differently next year?

"Cultivators of the earth are the most valuable citizens. They are the most vigorous, the most independent, the most virtuous, and they are tied to their country and wedded to its liberty and interests by the most lasting bands."

Thomas Jefferson

ADVICE FROM THE FIELD

"Get started as early as possible, a year or more in advance if you can. Settle on a vision at the outset and then decide what steps you'll need to take to achieve it. Finding the key people to communicate with makes all the difference."

Stephanie Perry
Golden Harvest



"It is a maxim universally agreed upon in agriculture, that nothing must be done too late; and again, that everything must be done at its proper season; while there is a third precept which reminds us that opportunities lost can never be regained."

Gaius Plinius Secundus

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Ag Day Event Ideas

Looking for an easy way to get started? Here are some "tried-and-true" ideas that have worked well for celebrating Ag Day!

Farmer's Markets

Local Farmer's Markets are usually starting up around this time of the year. What better place to emphasize the importance of agriculture? Arrange to have music, samples, fun games for kids and make a day of it.

Ag Day Breakfast

Host an Ag Day breakfast for local government and business leaders. Identify a keynote speaker to talk about agriculture and plan your menu around locally grown and raised agriculture products.

Mall Exhibit

Organize an exhibit at your local mall or shopping center. Include goods produced in your area, as well as information on local methods and technologies. Contact local businesses for display items and information.

Fair

Host a farm or health and nutrition fair with examples of new ag uses, ag technology exhibits, food stands, live animals or entertainment.

Pizza Party

Organize a pizza party on a farm, in a classroom or at a mall. Explain how ingredients from kids' favorite food come from farms and ranches and how each is processed and delivered to the grocery store or restaurant.

ADVICE FROM THE FIELD

"One of our favorite events is a pizza party held for more than 700 4th grade students. We work with different commodity groups, ag businesses and organizations to demonstrate how agriculture affects their everyday life. This not only helps educate the children, but also their siblings, parents and the entire community."

Diane Olson
Missouri Farm Bureau



Adopt-A-Legislator

Invite one or more state legislators to visit local farms and ranches or set up a visit to their state office. Leave them with Ag Day materials and local agriculture products.

Adopt-a-Classroom

Host a classroom field trip to a local farm or ranch or to a university's agricultural research farm. Or, bring the farm to the classroom. This provides a great opportunity for children to learn about career opportunities in agriculture.

Petting Zoo

Organize a petting zoo where children and their parents can see farm and ranch animals and learn more about them. Ask local farmers and ranchers to provide the animals.

School Lunches

Encourage elementary schools to designate a day during Ag Week to distribute quizzes and puzzles with school lunches. This might also serve as an opportunity to explain the connection between farm and mealtime. Contact your state's School Food Service Association for assistance. Or, with cooperation of the school, ask various producers or grocers to donate items (milk, ice cream, bread, burgers, etc.).

Library Display

Approach your local public or school libraries about organizing an exhibit during Ag Week. You might offer to arrange for a speaker or a lecture series about agriculture. Books about rural communities, animals, farms, etc., could be part of a special Ag Day section that encourages children to learn more about agriculture and how it affects their lives.

Point-of-Purchase

Distribute information about agriculture or other information through local stores. Ask your grocer to feature the Ag Day logo or other positive messages about agriculture on grocery bags or signs used during Ag Week. You might also set up a farm-to-your-table display in your local grocery store.

ADVICE FROM THE FIELD

"Instead of paying for an ad in the local paper, we developed a press release which generated a lot of interest and also ran on the radio. We also worked with other local organizations to spread the word."

Beauton Matthews
Bank of Ripley

Other Ag Day Activities

- Cook-offs, recipe contests, chef demonstrations, bake sales, cooking and bread-making classes
- Radio call-ins and trivia contests with prizes donated by local stores and restaurants
- Poster, essay, photography and poetry contests
- "Brown bag" lunches of ag products at speakers' forums, legislative meetings or other public events
- Shopping sprees and scavenger hunts for locally grown products
- Spring planting ceremonies and student gardens (both indoor and out)
- Seminars for teachers and other educators regarding available agriculture resources
- Museum displays featuring old and new ag tools and methods

Enlisting Support

Your committee is the heart of hosting a successful event. Here are 10 tips for building and keeping your Ag Day committee on track.

Find a diverse group of participants—Variety is the spice of life, the old adage goes. So make sure your committee is comprised of individuals from different backgrounds and different skill areas. Contact different associations and organizations with interests in agriculture and ask for their participation.

Start early—Don't wait until the last minute to form your committee. Begin at least 2-3 months in advance so members can get to know each other and have time to prepare.

Identify responsibilities early—It's helpful for every member of your committee to know their specific role. If you have time, jot down key responsibilities and expectations of each member to avoid

confusion or duplication of efforts. Talk one-on-one with each member about what you expect from them.

Begin meetings with a fresh perspective—Keep committee members enthused about Ag Day celebrations by starting each meeting with a memorable thought or quote that underscores the overall mission of the effort.

Keep meetings on track—Meetings that are too long or go off subject can be draining to committee members. To prevent this, prepare an agenda in advance with a start and stop time and make a commitment to keep to it.

Plan ahead—Provide a list of meeting dates and times in advance, so members can plan their schedules accordingly. Meeting participation will be greater, and you won't have to track down everyone with a new meeting time.

Recap action items—It's easy to get lost in the details, so it's helpful to be proactive in remembering what needs to be done. Keep a record of "action items" for each committee member and check back in on the status.

Celebrate successes—When members of your committee make progress, be sure to recognize it at meetings and in person. Positive accolades are an inspiration to the entire committee.

Go easy—Leading a volunteer committee can be challenging at times. Approach your leadership with a sense of humor and understanding.

Get commitments right away—If you'd like to host an event next year, talk with committee members immediately following your event when enthusiasm is highest to seek their commitment.

If you need to raise funds to hold an event or require other donated resources, a diverse committee from several organizations may be able to help in your endeavor.

ADVICE FROM THE FIELD

"We work with many agriculture organizations to develop and distribute information and materials to members of our legislature. This year, we are adding an essay contest for high school students and will present the awards during National Ag Week."

Tami Kerr
Oregon Agriculture in the Classroom Foundation

ADVICE FROM THE FIELD

"The key to a successful event is to take advantage of volunteers. This is especially important if you have a small administrative staff. Our county coordinator lists put us in touch with Ag in the Classroom volunteers throughout the state who helped us build critical infrastructure that made our program a success."

Perry Dewey
Ag in the Classroom, Cornell University



Agriculture Facts

Use the following information in your efforts to promote the dramatic impact of agriculture on Americans' lives.

Profile of the Farmer

• More than three million people farm or ranch in the United States. Individuals, family partnerships or family corporations operate almost 99 percent of U.S. farms. Over 22 million people are employed in farm or farm-related jobs,

including production agriculture, farm inputs, processing and marketing and wholesale and retail sales.

• According to the 2002 Census of Agriculture, 50 percent of the farmers are 55 years of age or older, up only three percent from 1997. Average age of the principal operator is 55.3.

• Forty-one percent of U.S. total land area is farmland (938.28 million acres). In 1900, the average farm size was 147 acres, compared to 441 acres today.

• The top five agricultural commodities are cattle and calves, dairy products, broilers, corn and soybeans. U.S. farmers produce 46% of the world's soybeans, 41% of the world's corn, 20.5% of the world's cotton and 13% of the world's wheat.

• Farmers and ranchers are independent business people who provide for their families by growing and producing food and fiber. They use modern production techniques to increase the quality and quantity of the food they produce. In the 1960s one farmer supplied food for 25.8 persons in the U.S. and abroad. Today, one farmer supplies food for 144 people in the U.S. and abroad.

The Changing Face of Agriculture

• Farmers and ranchers are producing meat lower in fat and cholesterol. This has resulted in retail cuts that are 15 percent leaner, giving consumers better value for their dollar. For example, a pork tenderloin now has only one more gram of fat than a skinless chicken breast, one of the true fat "lightweights." Also, much leaner beef cuts are being produced than 20 years ago, resulting in 27 percent less fat reaching the retail case than in 1985.

• Research and advancements in biotechnology are now in the marketplace with tastier fruits and vegetables that stay fresh longer and are not damaged by insects.

• A new technique called "precision farming" boosts crop yields and reduces waste by using satellite maps and computers to match seed, fertilizer and crop protection applications to local soil conditions.

• Farm equipment has evolved dramatically from the team of horses used in the early 1900s. Today's four-wheel drive tractors have the power of 40-300 horses. This makes for a large capital investment, as farmers pay anywhere from \$97,000 for an average 160 horsepower tractor to \$170,000 for a four-wheel drive model.

• As the amount of mechanization and horsepower in farm machinery has increased, the time needed to complete tasks has decreased. Combines, huge machines used to harvest grains such as corn, soybeans and wheat, have dramatically changed agriculture. In the 1930s, before the machines were available, a farmer could harvest an average of 100 bushels of corn by hand in a nine-hour day. Today's combines can harvest 900 bushels of corn per hour—or 100 bushels of corn in under seven minutes!

• The efficiency of U.S. farmers benefits the United States consumer in the pocketbook. Americans spend less on food than any other developed nation in the world. On average in 2004, Americans spent only 2% of their disposable income on meat and poultry, compared to 4.1 percent in 1970.

"The most peaceful thing in the world is plowing a field. Chances are you'll do your best thinking that way."

Harry S. Truman



Key Contacts

To find out about other Ag Day events being planned for your area, consider calling your State Department of Agriculture at the numbers provided.

Alabama Department of Agriculture and Industries
(334) 240-7100

Alaska Department of Natural Resources
(907) 745-7200

American Samoa Department of Agriculture
011(684) 699-1497

Arizona Department of Agriculture
(602) 542-0990

Arkansas Department of Agriculture
(501) 663-4851

California Department of Food & Agriculture
(916) 654-0433

Colorado Department of Agriculture
(303) 239-4100

Connecticut Department of Agriculture
(860) 713-2500

Delaware Department of Agriculture
(302) 698-4500

Florida Department of Agriculture & Consumer Services
(850) 488-3022

Georgia Department of Agriculture
(404) 656-3600

Guam Department of Agriculture
(671) 734-3942

Hawaii Board of Agriculture
(808) 973-9560

Idaho State Department of Agriculture
(208) 332-8503

Illinois Department of Agriculture
(217) 782-2172

Indiana State Department of Agriculture
(317) 232-8770

Iowa Department of Agriculture & Land Stewardship
(515) 281-5322

Kansas Department of Agriculture
(785) 296-3556

Kentucky Department of Agriculture
(502) 564-5126

Louisiana Department of Agriculture & Forestry
(225) 922-1234

Maine Department of Agriculture, Food & Rural Resources
(207) 287-3419

Maryland Department of Agriculture
(410) 841-5880

Massachusetts Department of Agricultural Resources
(617) 626-1701

Michigan Department of Agriculture
(517) 373-1052

Minnesota Department of Agriculture
(651) 201-6219

Mississippi Department of Agriculture & Commerce
(601) 359-1100

Missouri Department of Agriculture
(573) 751-3359

Montana Department of Agriculture
(406) 444-3144

Nebraska Department of Agriculture
(402) 471-2341

Nevada Department of Agriculture
(775) 688-1180

New Hampshire Department of Agriculture, Markets & Food
(603) 271-3551

New Jersey Department of Agriculture
(609) 292-3976

New Mexico Department of Agriculture
(505) 646-3007

New York State Department of Agriculture & Markets
(518) 457-8876

North Carolina Department of Agriculture & Consumer Services
(919) 733-7125

North Dakota Department of Agriculture
(701) 328-4754

Ohio Department of Agriculture
(614) 466-2732

Oklahoma Department of Agriculture, Food & Forestry
(405) 521-3864

Oregon Department of Agriculture
(503) 986-4552

Pennsylvania Department of Agriculture
(717) 772-2853

Puerto Rico Department of Agriculture
(787) 723-9090

Rhode Island Division of Agriculture, DEM
(401) 222-2781, extension 4500

South Carolina Department of Agriculture
(803) 734-2190

South Dakota Department of Agriculture
(605) 773-5425

Tennessee Department of Agriculture
(615) 837-5100

Texas Department of Agriculture
(512) 463-7476

Utah Department of Agriculture and Food
(801) 538-7101

Vermont Agency of Agriculture, Food & Markets
(802) 828-2430

Virgin Islands Department of Agriculture
(340) 778-0997

Virginia Department of Agriculture & Consumer Services
(804) 786-3501

Washington State Department of Agriculture
(360) 902-1887

West Virginia Department of Agriculture
(304) 558-2201

Wisconsin Department of Agriculture, Trade & Consumer Protection
(608) 224-5012

Wyoming Department of Agriculture
(307) 777-6569

National Association of State Departments of Agriculture
(202) 296-9680

Media Tips

You can help your event reach thousands of people by working with media contacts in your area. Here are ten simple steps to increase your chances of receiving coverage:

1 Gather Your Contacts—Make lists of local media (and in surrounding areas), including newspapers, magazines, television and radio. You can use the library for reference, your local yellow pages or an online directory. Make note of the name of the editor or station manager, so you can send materials directly to that individual's attention. Or, identify a person who may have a special interest in

agriculture, like the science or food editor. In addition, you might want to develop a list of local schools or universities and alert them as well.

2 Build Relationships—When it comes to getting your story covered, there's nothing more compelling than having professional relationships with media contacts. When you send your press release, take the extra time to find the direct fax number and individual to whom you are sending information. Or better yet, deliver it in person.

3 Add Professional Capability to Your Committee—Working with the media can be a time-consuming process. Many event organizers have found it helpful to recruit a public relations professional for their committee. They bring a wealth of knowledge and good relationships to put to work for you.

4 Provide Relevant Materials—If you are targeting a publication, it's appropriate to send a press release. If you are contacting a radio station or television station, you might

also send a public service announcement to encourage coverage. Logos and ad slicks are available online, so you can distribute them to print publications.

5 Be Detailed—When "crunch time" comes, media outlets will run information that is most complete (without having to contact you for additional details). To capitalize on this, be sure to include all the details needed to run the story (who, what, when, where, why and how). Also consider including a quote from the event organizer within the release.

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ADVICE FROM THE FIELD

"At our Urban Youth Farm Day, kids get to interact with the farmers and ag organizations and see and touch livestock. It's a great way to get them thinking about how important agriculture is to their everyday lives."

Tyrone D. Smith
Alabama Cooperative
Extension System School



6 Time Your Distribution—When sending out information prior to your event, it's important not to send it too early; it may be discarded or "filed." Similarly, it's also critical not to send it too late; it might be "old news." Consider whether the publication is daily, weekly, monthly or quarterly. For daily papers, send information 4-5 days prior; weekly publications, 8-10 days in advance. Contact monthly or quarterly publications regarding their deadlines.

7 Be Flexible—Media representatives work on tight timelines. If you receive a call back, it's important to respond promptly to provide whatever additional information is needed so you can ensure your story is featured.

8 Be Creative—A committee that holds a food-tasting event has had considerable success getting mentioned on radio talk shows. Their secret: freshly prepared samples delivered to on-air personalities a few days prior to the event.

9 Follow Up—If you've sent your press release and haven't heard back within a day or two, make a follow-up call. This can help set your information apart from the wealth of other "stories" received every day.

10 Acknowledge Coverage—If you receive coverage, be sure to send a quick thank you note to the person running the story. This will begin building goodwill and encourage media coverage in the future.

ADVICE FROM THE FIELD

Last year the Wisconsin Ag in the Classroom Program promoted *Pop in to Read*. We encourage our volunteers and teachers to read our current book of the year, *Popcorn*, to students in classrooms and libraries."

Darlene Arneson
Wisconsin Ag in the Classroom

Photography Guidelines

You may increase the likelihood of coverage if you have strong photos from your event. Usually, publications prefer black and white photos. Here are some tips for taking good pictures.

- Choose one photographer instead of having multiple people taking photographs. By assigning one individual, you avoid confusing and/or distracting the person(s) being photographed.
- Move in close to capture the facial expression and emotion of participants most effectively.
- Find out names of every individual who may appear in your photos and provide this information to publications when submitting your photos.
- If you have "celebrity" guests who are well-recognized in the community, try to include them in photos with event organizers.
- Make multiple prints, so you don't have to worry about copies getting lost or misplaced.

"Our agriculture industry is thriving. We're coming off a number of years of record harvests, and our farmers and ranchers, they are enormously resilient. They have endured hurricanes and floods and droughts and yet they continue to provide the food and fiber for our nation and for our trading partners."

Mike Johanns
Secretary, United States
Department of Agriculture

Sample Press Release

You can download this complete text to add specific information about your event at www.agday.org

"The fight to save family farms isn't just about farmers. It's about making sure that there is a safe and healthy food supply for all of us ... It's about a better America."

Willie Nelson

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FOR IMMEDIATE RELEASE

Contact: Jennifer Pickett (913) 491-1895

Celebrate National Ag Day

OVERLAND PARK, KANSAS—American agriculture is responsible for providing the necessities of everyday life ... food, fiber, clothing and even fuel. That's the message of National Ag Day, which is celebrated March 21, 2007. Producers, agricultural associations, corporations, universities, government agencies and countless others across America will gather to celebrate the abundance provided by agriculture on this first day of spring.

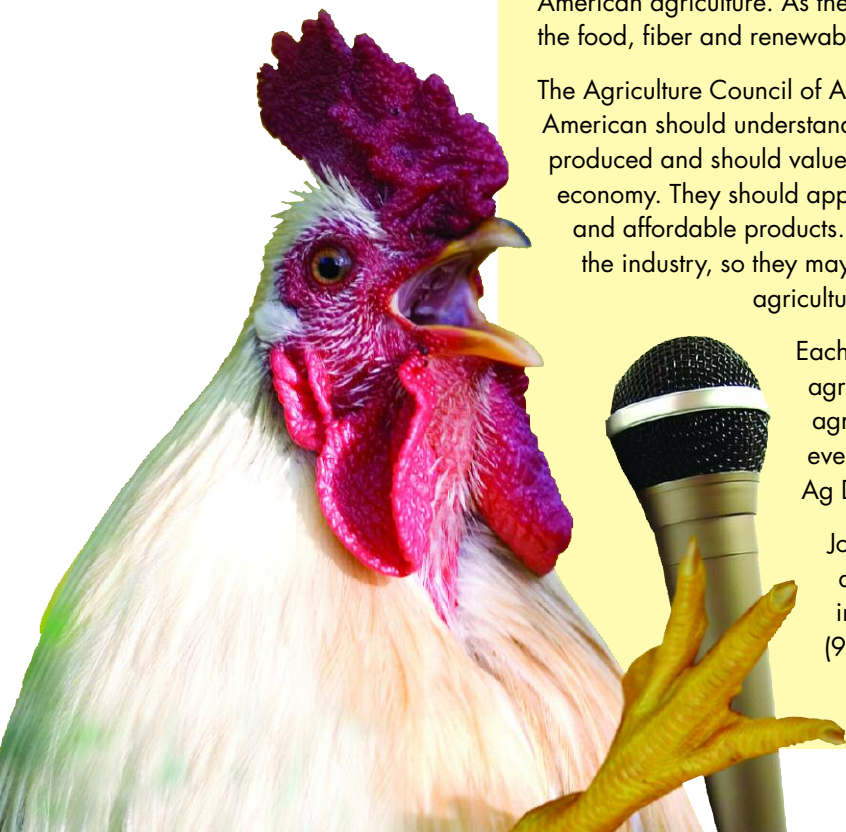
The National Ag Day program is committed to increasing public awareness about American agriculture. As the world population soars, there is even greater demand for the food, fiber and renewable resources that the United States produces.

The Agriculture Council of America, organizers of National Ag Day, believe that every American should understand how food, fiber and renewable resource products are produced and should value the essential role of agriculture in maintaining a strong economy. They should appreciate the role agriculture plays in providing safe, abundant and affordable products. National Ag Day will focus on educating Americans about the industry, so they may also acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resource industry.

Each year, the National Ag Day program gathers members of the agricultural industry in an effort to promote American agriculture. Focused on sharing how agriculture provides almost everything we eat, use and wear on a daily basis, the National Ag Day program helps educate millions of consumers each year.

Join this effort to promote American agriculture to everyone during National Ag Week, March 18–24, 2007. For more information contact the Agriculture Council of America at (913) 491-1895.

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Sample Public Service Announcements

You can download this complete text to add specific information about your event at www.agday.org

WRITING NEWS COPY

If you want to write a unique public service announcement for your event, here are some guidelines to keep in mind:

- Use an attention-getting opening line.
- Keep sentences short.
- Identify key details upfront.
- Time your PSA, and make sure the time is correct (15 or 30 seconds is best).
- Try to get a "local celebrity" to record your PSA to encourage radio stations to run the spot.



CELEBRATE NATIONAL AG DAY

(ANNOUNCER:)

March 21, 2007 is AG DAY. Did you know American agriculture not only provides you food and clothing, but also helps meet needs around the world? Plus, American agriculture is not just producing more food, it's producing higher quality. This message was brought to you by the Agriculture Council of America and _____ in commemoration of Ag Day, March 21st. American agriculture is growing our tomorrows!

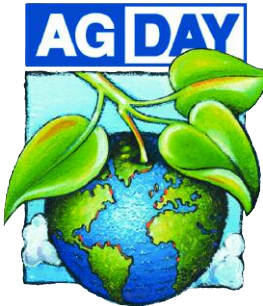
JOIN AMERICA'S LARGEST CLASSROOM ON AGRICULTURE

(ANNOUNCER:)

Consider this: just about everything we eat, wear and use comes from American agriculture. That's why Americans will be learning more about agriculture's important role in daily life as part of National Ag Day during the week of March 18–24, 2007. Contact the Agriculture Council of America at (913) 491-1895 or at www.agday.org. This message was brought to you by the Agriculture Council of America and _____ in commemoration of Ag Day, March 21, 2007. American agriculture is growing our tomorrows!

“The farther we get away from the land, the greater our insecurity.”

— Henry Ford



Agriculture Council
of America

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(913) 491-1895

www.agday.org