

## **POWER & PROMISE MEDIA PLAN**

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### **1. Sources**

Power and Promise Report – finalized on August 1, 2011

Science Road Map and several other excellent reports:

<http://www.nera.umd.edu/landGrant/2010ScienceRoadmap.cfm>

### **2. Audience identification**

- IANR stakeholders, faculty, staff
- General public in the “for your information” sort of general news items people see.

Inform President Milliken and Chancellor Perlman, once final report is published.

### **3. Key Themes**

#### **Why we are the Powerhouse**

Highlight key points from the report

Include quote from VC Ronnie Green and an external stakeholder.

#### **What we Deliver**

Utilizing the 6 core areas on page 21 of the P&P report, create six separate stories about each of those areas and include salient examples of why we excel at that in Nebraska. Include quotes from external stakeholders were applicable.

#### **How it Happens**

Utilizing the chart on page ES-7 of the P&P report, write targeted story about the relationships that exist between research, extension and private industries.

Connect to innovation campus as well.

### **4. Timeline (*tentative*)**

August 1, 2011 – “Why we are the Powerhouse”

August 15, 2011 – “What we Deliver” – Health & Nutrition

August 29, 2011 – “What we Deliver” – Land

September 12, 2011 – “What we Deliver” – Business & Economics

September 26, 2011 – “What we Deliver” – Community

October 10, 2011 – “What we Deliver” – Livestock

October 24, 2011 – “What we Deliver” – Crops

November 7, 2011 – “How it Happens” (may be expanded into multiple releases)

- Example of story – biotech pipeline.

- Feed the innovation campus stories to Meg for her use in promoting innovation campus.

## **5. Once report is finalized**

Note from VC Ronnie Green to IANR faculty and staff about the report, including link to report and highlighting some of the key points in the report. Send via Mail Chimp.

Note from VC Ronnie Green to external stakeholders about the report, its findings and its relevance and importance to Nebraska.

Add a link to the Power and Promise report to the front page of the IANR website; include a page of talking points.

## **6. Media forms**

### **a. For each Press Release**

- i. IANR news site
- ii. IANR website
- iii. This Week @ IANR
- iv. Facebook
- v. Twitter

### **b. For Occasional Stories**

- i. KRVN script
- ii. VC blog
- iii. LO column

## **7. Campaign Connection**

As articles are written, feed targeted information to the campaign committee's

*For those news articles posted online, create a link to the finished campaign brochures.*