

Running Head: HUNTINGDON COUNTY EXTENSION

Campaign for Huntingdon County Extension



The Pennsylvania State University

## Executive Summary

Huntingdon County Extension is an organization providing local residents, families, and businesses easy access to various resources, research, and the expertise of The Pennsylvania State University. It is funded by the U.S. Department of Agriculture and state and county governments. Extension hosts credible educational programs and events for the community and also releases publications. Cooperative Extension agents are to deliver unbiased, research-based information to Huntingdon County residents.

Extension believes in supporting productive, profitable, and competitive businesses and a strong agricultural and food system. Extension wants to strengthen families, children, and youth to enable them to better understand and deal with complex public issues and take care of the elderly. Extension helps build caring, safe, and healthy communities through the sharing of valuable and credible information. They also want to ensure the long-term vitality of Pennsylvania's natural resources.

Research shows Huntingdon County Extension has an identity problem. Residents are not very familiar with Extension and the programs they offer, and some do not know such an organization exists. Through this campaign, it is anticipated Extension can strengthen their presence and identity in Huntingdon County. Increasing membership, program attendance, and volunteerism is also a goal for Extension throughout this campaign.

At the end of this campaign, a thorough evaluation will determine whether the goals and objectives were met. Evaluation methods used will include a measure of message exposure and retention, content analyses, and both qualitative and quantitative data assessment.

## Research

Extension began more than 100 years ago when President Abraham Lincoln signed the Land Grant Act, also known as the Morrill Act of 1862. This established the land-grant university system and provided one college in each state to teach agriculture, home economics, and mechanic arts. In 1867, the Hatch Act was passed, which established agricultural research at each land-grant university. Extension was formed in 1914 with the Smith-Lever Act, and a partnership was established between the agricultural colleges and the U.S. Department of Agriculture. The land grant mission consists of teaching, research, and Extension.

Since Extension was developed, American farms have decreased immensely. In 1920, approximately 6.5 million farms existed, which were mainly family farms. Today, approximately 2 million farms exist, which are mostly corporate farms. Therefore, Extension is trying to preserve and strengthen agriculture by providing education to communities through credible resources and research.

As the amount of farms have decreased, Extension has seen a loss of recognition and support from Pennsylvania communities. Only six percent of Pennsylvania residents know what Extension does for communities. Many people today are not aware of Extension or the programs they offer, which leads to less community involvement. Extension needs to build their image and raise awareness of their programs.

Penn State Cooperative Extension serves Pennsylvania's 67 counties, approximately 12.5 million people. This expertise helps people in communities to solve everyday problems. Dr. Daney Jackson has been the director of Cooperative Extension since 2003. The staff consists of approximately 355 people, including 273 educators. Together, with the help of volunteers, they serve more than one million clients.

Extension's four main program areas include 4-H/youth development, agriculture, families and children, and horticulture and gardening. It provides educational programs to individuals, families, businesses, and communities. The programs are designed to benefit communities by strengthening families, building safe and healthy communities, and supporting a strong agricultural and food system.

Individuals benefit from Extension by learning how to manage time and stress, improve nutrition, and enhance employment opportunities. Families learn how to balance work and family, improve parenting skills, and make economical food and nutrition choices. Businesses are educated on delivering quality child care, preparing tax forms, and how to use technology. Communities can grow by educating county and local officials, strengthening community leadership, and managing water, soil, and forest resources.

Huntingdon County Extension is part of Penn State Cooperative Extension. Stanley McKee is the director of Huntingdon County Extension, which is located in central Pennsylvania. Huntingdon County Extension has a total of three educators whose program areas include 4-H/youth development, family living, and dairy herd health. Huntingdon County has a total of seven multi-county educators who serve in other counties throughout Pennsylvania. Thomas Walker is the multi-county Extension director and is based in Mifflin County. In 2008, Huntingdon County Extension had a total of 226 volunteers.

In 2008, the estimated population for Huntingdon County was 45,543. The population trends have not changed drastically throughout the years. In 1990, the population was 44,164, and in 2000, the population was 45,586. In 2007, the majority of the ethnicity was Caucasian (42,460), followed by African American (2,299). The average household size was two, and the average family size was three. About two-thirds of the population consisted of people over the

age of 25 years old. Fifty-four percent of the population was part of the working force, and the median household income was around \$39,000. Approximately 7.3 percent of families and 10.6 percent of individuals were living below the poverty level. There were roughly 16,717 occupied housing units in Huntingdon County and 5,184 vacant housing units ([www.census.gov](http://www.census.gov)).

Primary research found no one really knew about Extension. A few had heard of Extension. Most participants had never participated in a program offered by Extension.

The participants had similar thoughts on specific issues affecting Huntingdon County. Poverty, housing, and unemployment were the main issues concerning residents. They also felt there is a lack of opportunities within the county, which results in the younger generation moving away. Many of the participants were disappointed with the lack of recycling within the county and the lack of education concerning recycling. Once participants were informed of what Extension is and the programs it offers to communities, most participants agreed Extension could play a positive role in the community and help bring change to the issues affecting residents.

Now that the important issues concerning residents within Huntingdon County have been identified, Extension can better target its programs toward those issues. This will help increase awareness and participation of Extension and its programs. By using these findings, a successful campaign can be planned and implemented.

Research indicates the best way for Huntingdon County Extension to gain visibility is to advertise, participate in county events, and post bulletins in local churches, businesses, and schools. Newspapers and radio stations were the most common forms of local media used by residents to obtain news information. The most read newspapers include the *Huntingdon Daily News* and the *Centre Daily Times*. The most listened to radio stations include WKVR 92.3,

WFGY 98.1, WFGE 101.1, and WLAK 103.5. Participants use the Internet more for pleasure than for obtaining news information. .

Participants thought there should be no fee to attend classes. The average cost residents found reasonable was between \$10 and \$25.

Additional research could be conducted on how often residents of Huntingdon County use the Internet for pleasure. After researching Extension's Web site, it was found the site is outdated and does not offer much information. For example, their Web site offers an online course which provides information from Bedford County, the county south of Huntingdon. Therefore, if a majority of the residents use the Internet on a regular basis, Extension could update their Web site and post upcoming events on the site. This would be a cost-effective way to promote their programs and to alert the public of what they are currently offering.

#### Campaign Goals

- To increase public awareness of Huntingdon County Extension and their programs.
- To increase attendance at classes and programs offered by Huntingdon County Extension.

#### Objectives

##### *Impact*

- *Informational:* To increase public awareness by 25 percent among residents 25 and over of Huntingdon County Extension programs by May 1, 2010.
- *Attitudinal:* To create a positive identity and better understanding of Huntingdon County Extension among residents 25 and older by May 1, 2010.
- *Behavioral:* To increase attendance by 25 percent at classes and workshops offered by Huntingdon County Extension by May 1, 2010, specifically those dealing with pollution

of the environment and water system, recycling, and economic issues such as unemployment, poverty, and poor housing.

- *Behavioral:* To increase the number of hits on Huntingdon County Extension's Web site by 25 percent by May 1, 2010.

*Output:*

- To air at least ten public service announcements highlighting Extension's programs, workshops, and classes offered in Huntingdon County on WLAK 103.5 by May 1, 2010. These will air between 7 a.m. and 7 p.m.
- To air ten, 60-second advertisements highlighting Extension's programs, workshops, and classes offered in Huntingdon County on WLAK 103.5 by May 1, 2010. These will air between 7 a.m. and 7 p.m.
- To create and distribute 48 news releases to the *Huntingdon Daily News* by May 1, 2010.
- To create and distribute 12 feature stories to the *Huntingdon Daily News* by May 1, 2010.
- To distribute 4,000 Huntingdon Cooperative Extension brochures to local businesses, churches, and schools in Huntingdon County promoting all of their available resources by May 1, 2010.
- To run 12, 2 X 3 advertisements in the *Huntingdon Daily News* once a month to promote upcoming programs and events by May 1, 2010.
- To increase attendance and participation at community events that involves Huntingdon County Extension by 25 percent by May 1, 2010.
- To secure a summer student intern by June 1, 2009 to improve and update the Web site and create an e-mail listserv. This internship would not be paid, but may be taken for school credit.

## Key Groups

This Extension campaign is designed for Huntingdon residents 25 and older. This means there will be a mix of publics, which include latent, aware, and active.

- The first and most important key public is the unaware public. Those with no prior involvement with Extension. These are people that might have some knowledge of volunteer groups or non-profit organizations, but are not really aware of Extension specifically. This makes them a latent group.
- The second key public is those who are aware of Extension in Huntingdon County. However, this does not mean they have been a part of any class or program. The goal is to persuade them to get involved and to spread the word about Extension.
- The third key group is the active members. The main reason for this is to keep them motivated and involved. They can also help promote classes and workshops they have already taken and become great spokespeople in the county.
- The broadcast media is the fourth key group. This specific radio station is the most appropriate to help reach our key publics/target audience. It was chosen based on research collected and demographics of the residents.
  - WLAK 103.5 – This is Huntingdon County’s local radio station and the most listened to by the residents.
- The print media is the last key group. This specific newspaper was chosen based on research collected within Huntingdon County.
  - Local newspaper: *Huntingdon Daily News*



### Strategies/Messages

The major goal of this campaign is to increase awareness of Penn State Cooperative Extension in Huntingdon County residents, as well as to increase attendance at Extension programs and classes. The communication theories that will be used to develop messages in this campaign are the elaboration likelihood model and framing.

The elaboration likelihood model (ELM), developed by Petty and Cacioppo (1986), has been well-established as vital to a host of communications campaigns since its inception, and will be crucial to the development of this campaign and its messages. The ELM will provide a guide in determining how audience members will interpret and elaborate on messages. Since it was introduced, this theory transformed the art of persuasion from “variable-oriented” to “process-oriented” (Booth-Butterfield & Welbourne, 2002), by focusing on how people interpret messages and how they therefore adjust their behavior or attitudes after experiencing or considering those messages. Whether a message recipient uses the central or peripheral route to process messages depends not only on the message source, but the person’s “motivation and ability to elaborate” (Booth-Butterfield & Welbourne, 2002) on the message.

The ELM suggests recipients must be “high in involvement and ability...upon exposure to a persuasive message” (Lord et al, 1995) to rationally process a message. If a recipient is motivated and able to consciously process a message, it is more likely that he or she will consider the ideas and views introduced in the message—thereby, centrally processing it. Contrarily, if someone is passively processing the message without motivation or involvement, he or she will be more apt to process the message depending on the source of delivery as opposed to the actual message, or will be peripherally processing it.

The ELM shows the necessity of the messages of this campaign to contain strong arguments in order to incite central processing in the target audience. The various media this campaign will use—the brochure, news releases, and fact sheet—will include important, relevant statistics like class offerings, schedules, and attendance figures to support the legitimacy of the program. The Huntingdon County Extension Web site will be improved to allow easier dissemination of timely, accurate information to potential and current patrons of the organization. An e-mail listserv will also be established to send details to remind and inform interested parties of Extension programs and events that will be occurring in the near future.

When considering those audience members who will be more peripherally processing the messages of the campaign, one must also bear in mind to include emotional and visual cues to grab targets' attention in shorter, less factually informative messages. The radio public service announcements and advertisements, newspaper feature stories, and visual aids at community events during this campaign will be developed keeping in mind the latent audience members who may not be looking for facts and figures but could potentially accept and process these types of messages. For example, residents who merely flip through the *Huntingdon Daily News* to get a basic background of current news may be enticed by a feature story about a neighbor to keep reading and therefore learn about Extension and how it has positively affected others. Also, visual aids like colorful brochures and a lively booth at the Huntingdon County Fair could catch a random fair attendee's eye and entice them to stop by the booth and talk to Extension representatives. Messages that aren't necessarily centrally processed, but are peripherally viewed throughout Huntingdon County can be essential in establishing Extension as an important contributor to the community.

Framing, developed by Iyanger (1991), is another significant theory utilized in developing this campaign. This theory suggests messages can be framed one of two ways, either episodically or thematically. Episodic frames use specific examples and stories to personalize a story and evoke emotion in the reader. Thematic frames use concrete facts and figures to create evidence for the story. This campaign will utilize both types of frames to maximize message impact on its target audiences.

Episodically framed messages will involve personal stories about Extension employees and participants and their experiences in Huntingdon County. Stories about the positive effects of Extension programs on participants' and staff members' lives will relate Extension to the county's community and create a more significant presence for it. Twenty-four of the campaign's 48 news releases will be framed episodically. The rest of the campaign's press releases will be thematically framed and processed centrally. They will focus on giving information about specific programs and events, with details consisting of the material covered in courses and how the classes will benefit participants.

The campaign's twelve feature stories will be framed episodically. Six feature stories will focus on Huntingdon County residents who currently or have previously participated in an Extension program. The releases will talk about their personal experiences and involvement with the organization. The stories should focus on the benefits that these people have received from attending Extension classes. There will be two releases for each area of Huntingdon Extension—4-H, family living and consumer science, and agriculture. Five feature stories will present the stories of the five staff members, educators and administrators, of the Huntingdon Extension office. The last feature will talk about the Huntingdon County Fair and Huntingdon's various demonstrations and other involvement with it. All feature stories will be processed peripherally.

Opening two-way communication lines with audience members will also be significant in this development of messages in this campaign. Extension's increased presence and participation in Huntingdon community events, especially the Huntingdon County Fair, will allow more interaction between potential program attendees and Extension officials and staff. Through this campaign, Extension will gain a much larger presence in the county and establish itself as an integral part of the community. Interested parties will be able to sign up in person for the e-mail listserv to gain more information and updates about Extension programs, as well as ask questions on the spot.

As Extension creates a larger existence in the community, its increased media presence will also help to gain more patrons. By submitting news releases and advertisements to the local newspaper, the *Huntingdon Daily News*, public service announcements and advertisements to the local radio station, WLAK 103.5, and the distribution of brochures within Huntingdon County, new, frequent media impressions will help to raise the chances of increasing awareness of Extension in the target audiences.

#### Tactics

Extension will use a combination of news media and organizational communication strategies to implement their campaign messages. News releases and feature stories will be sent to the *Huntingdon Daily News*. Paid advertisements will also run in the *Huntingdon Daily News* to alert the public of upcoming events and programs. Public service announcements and 60-second commercials will air on the radio station, WLAK 103.5. Brochures will be distributed to local schools, businesses, and churches to alert the residents of Extension and the programs they offer. A student intern will be hired for the summer to improve and update Extension's Web

site. The intern will also be responsible for creating an e-mail listserv as another way of alerting residents. Through these strategies, the target audience will be effectively reached.

The *Huntingdon Daily News* is the newspaper residents within Huntingdon County refer to in order to obtain information. Huntingdon Extension has advertised with the newspaper in the past, but not extensively. Twelve paid advertisements will run in the newspaper and will provide residents the dates of upcoming events and programs offered by Extension. Contact information will be listed in case residents have any questions. Forty-eight news releases and twelve feature stories will be sent to the *Huntingdon Daily News* throughout the year campaign.

Research shows WLAK 103.5 is one of the two radio stations Huntingdon County residents listen to, and is located within Huntingdon County. WLAK has offered to run 10 public service announcements at no cost with the purchase of 10, 60-second commercials. The messages in these PSAs and commercials will identify who Extension is and provide information on upcoming events and programs. These will air between 7 a.m. and 7 p.m. The radio station will be the only broadcast media used in this campaign because no television stations are located within Huntingdon County.

Four thousand brochures will be distributed to businesses, churches, and schools throughout the county, and will be given out to residents at events and programs. These will provide background information on Extension so residents have a better idea of what Extension does for the community.

Extension will request a student intern for the summer through Juniata College to improve and update the Web site. This will not be a paid internship, and may only be taken for college credit. The intern will work on the Web site throughout June and July of 2009. Once the

Web site has been updated, it is anticipated an e-mail listserv will be created so residents can receive announcements and information straight to their e-mail.

The major event Huntingdon County Extension will be involved in is the Huntingdon County Fair August 3rd through 9th, 2009. Each year their involvement in the fair centers heavily around 4-H and youth development. They provide support to the fair by assisting with project registration, checking health papers for livestock, producing catalogs for the youth livestock shows, assisting with show management and record keeping, enforcing rules, and assisting with the market livestock sale.

Although Huntingdon Extension is a great supporter of the fair, their focus is aimed more toward youth rather than adults. They play more of a “behind the scenes” role, which makes it difficult for Extension to gain visibility within the county. Therefore, Extension will reserve a vendor booth where they can distribute brochures and promote their programs. Attendees will have the opportunity to speak with Extension educators and learn more about what Extension does. This will help boost the image of Extension and provide residents with important information.

These tactics have been chosen specifically for Huntingdon County. Based on research, these media outlets and communication strategies are best fit for residents within the county. This campaign will rely on the *Huntingdon Daily News* and WLAK to promote Extension and their programs. The brochures, Web site, and appearance at the county fair will serve as a secondary source of alerting residents.

## Schedule

*Air 10 different public service announcements, each running on WLAK 103.5 by May 1, 2010.*

May 11, 2009	Draft public service announcement
May 13, 2009	Edit and finalize public service announcement
May 15, 2009	Verify media contact information and send out public service announcement

*\*Submission of remaining nine public service announcements will occur every month in conjunction with upcoming events and programs.*

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*Air 10 different 60-second commercials, each running on WLAK 103.5 by May 1, 2010.*

May 18, 2009	Draft commercial
May 20, 2009	Edit and finalize commercial
May 22, 2009	Send out commercial

*\*Submission of remaining nine commercials will occur every month in conjunction with upcoming events and programs.*

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*Distribute 48 news releases to the Huntingdon Daily News by May 1, 2010.*

May 18, 2009	Compile information for news release
May 19, 2009	Draft news release
May 20, 2009	Edit and finalize news release
May 22, 2009	Verify media contact information and send out news release

*\*Submission of remaining 47 news releases will occur every month in conjunction with upcoming events and programs.*

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*Distribute 12 feature stories to the Huntingdon Daily News by May 1, 2010.*

June 1, 2009	Draft feature story
June 4, 2009	Edit and finalize feature story
June 5, 2009	Verify media contact information and send out feature story

*\*Submission of 11 remaining feature stories will occur once a month in conjunction with upcoming events and programs.*

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*Distribute 4,000 brochures to businesses and schools within Huntingdon County by May 1, 2010.*

June 8, 2009	Draft brochure
June 29, 2009	Place order for copies of brochure
July 6, 2009	Pick up brochures at Huntingdon Offset Printing Co.
July 13, 2009	Distribute brochures to churches and businesses throughout the county
August 3, 2009	Research and contact school districts within Huntingdon County to receive permission to distribute brochures
August 24, 2009	Distribute brochures to schools within the county

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*Secure a student intern for the summer to improve and update the Web site and create an e-mail listserv.*

May 4, 2009	Contact Juniata College to recruit a potential intern
May 18, 2009	Conduct interviews and hire an intern
June 1, 2009	Intern will update and improve the Web site through the months of June and July

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*Plan attendance and participation at the Huntingdon County Fair August 3-9, 2009.*

May 11, 2009	Contact vendor manager at Huntingdon County Fair to secure booth space
July 27, 2009	Prepare for Huntingdon County Fair
August 3, 2009	Participate in Huntingdon County Fair Budget

Since Extension is a non-profit organization, the budget for this campaign will be minimal. Most of the communication techniques will be geared to reach as much of the target audience with the least amount of spending. Paid advertisements will run in the *Huntingdon Daily News* and paid 60-second commercials will run on WLAK 103.5. The radio station has agreed to match 20 public service announcements with the purchase of 20, 60-second commercials. No paid advertisements will run on television stations because there are no stations based within Huntingdon County.

*Radio Public Service Announcements*

Free Ten public service announcements will run throughout the campaign on WLAK 103.5 depending on events and programs. These will air between 7 a.m. and 7 p.m.

*Vendor Booth*

\$170.00 Rent one, 10 X 10 booth at the Huntingdon County Fair for the entire duration of the fair.

*Radio Commercials*

\$380.00 Ten, 60-second radio commercials will run throughout the campaign on WLAK 103.5 depending on events and programs. These will air between 7 a.m. and 7 p.m.

*Brochures*

\$560.00 4,000 copies of the brochure will be printed at Huntingdon Offset Printing Co. for .14 each. The brochures will be colored and in a trifold format.

*Newspaper Advertisements*

\$831.60 Twelve, 2 X 3 advertisements will run in the *Huntingdon Daily News* at \$69.30 each.

## Evaluation

In order to evaluate the informational objective, which states:

- *Informational:* To increase public awareness by 25 percent among residents 25 and over of Huntingdon County Extension programs by May 1, 2010.

A survey will be used to evaluate the feelings and attitudes of the target audience. A pre and post survey will be sent to the target audience and will be used to evaluate the public

awareness of Cooperative Extension in Huntingdon County. A pre-campaign questionnaire will be sent out to the target audience, a randomly selected group, to measure the public awareness in Huntingdon County residents. Questions will begin with general knowledge of Extension and gradually become more detailed.

Following the campaign, the same questions will be sent to the same group of randomly selected people. The survey will be used to gauge the level of awareness from the target audience, with the ultimate purpose to elicit quantitative responses. Personal interviews, before the campaign, will also be conducted with a focus group asking the same questions as the ones posed to the randomly selected phone interview participants. Follow up interviews will then be conducted, again asking the same questions that were posed pre-campaign, with the purpose to elicit qualitative responses.

In order to evaluate the attitudinal objective, which states:

- *Attitudinal:* To create a positive identity and better understanding of Huntingdon County Extension among residents 25 and older by May 1, 2010.

Printed surveys will be provided at each Cooperative Extension program to figure out participant's thoughts and experiences on the program. Surveys will also be sent to all Huntingdon County residents, local schools, and businesses. The survey will aim to understand the target audience's feelings and knowledge of Cooperative Extension. Participants will have the option to take the survey anonymously, but the gender, and more importantly age, will be asked. If the age is not provided or is under 25 years of age the survey will not be used in the evaluation process.

In order to evaluate the Behavioral objectives, which state:

- *Behavioral:* To increase attendance by 30 percent at classes and workshops offered by Huntingdon Extension by May 1, 2010, specifically those dealing with pollution of the environment and water system, recycling, and economic issues such as unemployment, poverty, and poor housing.
- *Behavioral:* To increase the number of hits on Huntingdon County Extension's Web site by 25 percent by May 1, 2010.

Before the campaign begins, quantitative data will be collected from the Huntingdon County Extension office on how many participants have attended classes within the last year. The data will then be compared to the number of attendees post campaign. Quantitative data will also be collected from the Web server on the number of hits on Huntingdon County Extension's Web site over the past year. The number of hits on the Web site will be obtained one year following the campaign to measure whether the campaign was successful in increasing the number of visitors on the site. The surveys being sent out to measure the informational objectives will also contain a question regarding the Web site, which will help to measure the number of hits.

In order to evaluate the output objectives, which state:

- To air at least ten public service announcements highlighting Extension's programs, workshops, and classes offered in Huntingdon County on WLAK 103.5 by May 1, 2010. These will air between 7 a.m. and 7 p.m.
- To air ten, 60-second advertisements highlighting Extension's programs, workshops, and classes offered in Huntingdon County on WLAK 103.5 by May 1, 2010. These will air between 7 a.m. and 7 p.m.
- To create and distribute 48 news releases to the *Huntingdon Daily News* by May 1, 2010.

- To create and distribute 12 feature stories to the *Huntingdon Daily News* by May 1, 2010.
- To distribute 4,000 Huntingdon Cooperative Extension brochures to local businesses, churches, and schools in Huntingdon County promoting all of their available resources by May 1, 2010.
- To run 12, 2 X 3 advertisements in the *Huntingdon Daily News* once a month to promote upcoming programs and events by May 1, 2010.
- To increase attendance and participation at community events that involves Huntingdon County Extension by 25 percent by May 1, 2010.
- To secure a summer student intern by June 1, 2009 to improve and update the Web site and create an e-mail listserv. This internship would not be paid, but may be taken for school credit.

By the end of the campaign the output objectives will be quantitatively measured through the process of media monitoring services, the number of press circulation, the number of people on the listserv, and surveys used at the beginning of each class or program offered through Huntingdon County Cooperative Extension. Each survey would ask whether or not the participant saw a newspaper advertisement or magazine article, heard a radio advertisement, and/or attended a community event that informed the participant about the Extension program and/or encouraged them to attend. The number of participants and attendees at each community event would also be measured by signing in at the door, then comparing the number of attendees at community events that promoted the Extension program to the number of events that did not promote the program. This will measure the exposure that the program receives and how that impacts the number of participants.

An extensive number of communication techniques will be used to evaluate the overall campaign. The use of surveys, questionnaires, circulation of press, and media monitoring will be used to measure the impact of message exposure and retention. The impact objectives will be assessed through the surveys, focus groups, media monitoring, and quantitative data. The output objectives will measure quantitative data through monitoring of the media, surveys, and the number of attendees. All monitoring of the media will be measured by tracking press coverage, data, number distribution, and the amount of money spent on paid advertising.

#### Conclusion

The campaign was carefully developed using research specifically from Huntingdon County. The main issue Huntingdon Extension faces is the lack of awareness of Extension and its programs. By using the proposed tactics, the goals and objectives can be met. Evaluation of the campaign can be performed after May 1, 2010, which signifies the end of the campaign. The evaluation will provide an understanding of whether or not the tactics were effective in reaching the objectives of the campaign.

### References

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Appendix – Radio Public Service Announcements

**PENNS**STATE



**Cooperative Extension  
in Huntingdon County** 10722 Fairgrounds Rd., Suite 6  
Fairgrounds Road  
Huntingdon, PA 16652

Phone: (814) 643-1660  
Fax: (814) 643-1669  
E-mail: [HuntingdonExt@psu.edu](mailto:HuntingdonExt@psu.edu)  
<http://huntingdon.extension.psu.edu>

Start Date: Monday, May 18, 2009

Kill Date: Sunday, May 31, 2009

Stanley McKee  
Huntingdon County Cooperative Extension  
County Extension Director/Ag Agent  
10722 Fairgrounds Road  
Huntingdon, PA 16652  
(814) 643-1660  
sam36@psu.edu

**Public Service Announcement**

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WORRIED ABOUT YOUR FINANCIAL SITUATION DURING THIS ECONOMIC CRISIS?  
HUNTINGDON COUNTY EXTENSION CAN HELP BY PROVIDING RESOURCES AND  
INFORMATION. LOG ONTO W-W-W DOT HUNTINGDON DOT EXTENSION DOT PSU  
DOT COM FOR MORE INFORMATION OR CALL 814- 643-1660.

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HUNTINGDON COUNTY COOPERATIVE EXTENSION IS A NON-PROFIT  
ORGANIZATION THAT OFFERS A VARIETY OF INFORMATION AND RESOURCES TO  
RESIDENTS INCLUDING AGRICULTURE, FOUR H, HORTICULTURE, AND MORE!  
LOG ONTO W-W-W DOT HUNTINGDON DOT EXTENSION DOT PSU DOT COM FOR  
MORE INFORMATION OR CALL 814- 643-1660.