

February 23, 2017

Katie Elmore
Legislative Reference Library
645 State Office Building
100 Rev. Dr. MLK Jr. Blvd.
St Paul, MN 55155

RE: PT contract #105182 MN Department of Agriculture (MDA) and Colle McVoy
(Exponent PR) Final Report

Project: Minnesota Agricultural Water Quality Certification Program (MAWQCP) Media
Campaign

Dear Katie:

Here is complete copy of the final report submitted to the Minnesota Department of Agriculture
Pesticide and Management Division. The electronic copy was emailed to you on February 23, 2017.

I am submitting only one print copy. This report was prepared by the contractor and according to the
project manager is not mandated by law.

Please contact me at (651) 201-6196 if you have questions.

Sincerely,

Kam Carlson

Kam Carlson
Contracts & Grants Coordinator
Pesticide & Fertilizer Management Division
Minnesota Department of Agriculture
625 Robert Street N.
St. Paul, MN 55155-2538

Enclosures: One copy of final report for project listed above

Minnesota Department of Agriculture

Minnesota Agricultural Water Quality Certification Program

2016 Year-End Report



The Minnesota Agricultural Water Quality Certification Program (MAWQCP) partnered with Exponent PR to develop and implement a statewide communications and outreach campaign to promote participation in the MAWQCP. Exponent was challenged with helping the MAWQCP meet the following goals:

- Secure visibility, differentiation and support for the MAWQCP
- Encourage program participation among producers and landowners throughout Minnesota
- Inform stakeholders and the public about the program's impact on water quality

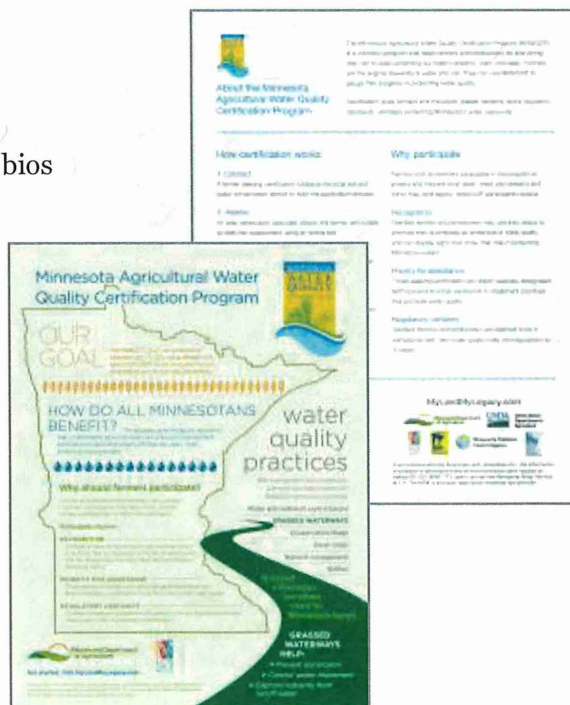
With Exponent's help, the MAWQCP exceeded all 2016 objectives, garnering over 1 million impressions, which helped the program grow to more than 275 certified farms, 150,000 certified acres and implement 497 new best management practices across the state of Minnesota.

MAWQCP Media Materials Development and Training

Conversational, values-driven messaging is key to successful, persuasive communications. Exponent collaborated with the MAWQCP to create and refine messaging, including a campaign theme that resonated with all audiences: *My Land, My Legacy*. Exponent conducted a media training session with selected spokespeople to prepare them for media interviews and help them deliver key messages and specific story angles.

Media-friendly, informational assets were created to support campaign initiatives and conversations among target audiences. Assets developed included:

- Brochure
- Handouts
- FAQ
- Backgrounder
- Spokesperson bios
- News releases
- Infographic



HIGHLIGHTS

Certified farmers: 276

Certified acres: 150,000+

**2016 media impressions
Jan – Oct.: 1,889,277**

Print

- AgriNews
- AgWeek
- Daily Globe
- Fargo Inforum
- Lake County News Chronicle
- Mankato Free Press
- Marshall Independent
- MN Farm Guide
- Northfield News
- Pipestone County Star
- Plainview News
- Red Wing Republican Eagle
- SC Times
- Star Tribune
- Successful Farming
- The Farmer
- The Land
- Tri-State Neighbor
- Wabasha County Herald

Radio

- Brownfield Ag News Network
- KASM-FM (Albany)
- KARL-FM (Tracy)
- KDAL-AM (Duluth)
- KDHL-AM (Faribault)
- KLGR-AM (Redwood Falls)
- KLOH-AM (Pipestone)
- KROC-AM (Rochester)
- KYMN-AM (Northfield)
- Linder Farm Network
- Minnesota Public Radio
- Red River Farm Network
- WTIP-FM (North Shore)

TV

- KARE 11 (Metro)
- KBJR (Duluth)
- KEYC (Mankato)

2016 FarmFest

Onsite

MAWQCP was onsite during 2016 FarmFest, held August 1-3 in Morgan, Minnesota. The MAWQCP booth generated awareness of program initiatives, success to date and how to get involved. In addition, 11 media interviews were completed. Spokespeople included:

- Dave Frederickson, Minnesota commissioner of agriculture
- Matt Wohlman, deputy commissioner of agriculture
- Brad Redlin, MAWQCP director
- Mark Root, certification specialist
- Paul Freeman, certified farmer

Online

Leading up to, during and following FarmFest, a social campaign ran on Facebook (two boosted Facebook posts) to promote brand engagement and program awareness around the event. The online campaign reached 18,000 people, driving significant spikes in post reach and total reach throughout the week of MN FarmFest



Additional Media Relations

Op-Ed Submissions

AgWeek, *St. Cloud Times*, *Daily Globe* (Worthington) and the *Mankato Free Press* ran an Opinion Editorial written by certified farmer Chuck Uphoff of Stearns County. He voiced the need for landowners and farmers to become certified by the MAWQCP as part of their efforts to protect Minnesota waters.

October Radio Media Outreach

Exponent conducted and secured radio media interviews with MAWQCP Director Brad Redlin and Deputy Commissioner of Agriculture Matt Wohlman, to provide an update on the success of the MAWQCP and the benefits for Minnesotans. Each interview also described how additional farmers and landowners can get involved and become certified.