

Centennial Marketing Suggestions

The Cooperative Extension Service Centennial is an important educational milestone in our history, not simply for the University of Arkansas but also for the quality of life for all Arkansans. It's a milestone whose importance we would like to share with our friends and neighbors and a good reason to help erase that "best-kept secret" moniker Extension bears. There are many ways to incorporate the Centennial into your regular activities during 2014.

Talk about it!

The Centennial itself isn't front-page news, but it does afford us an opportunity to talk about what Extension is, where it has been and what it may become in the future. Few things are as powerful as word of mouth or face-to-face communications. Take a few minutes to peruse our bulleted history or take a look at the message points and PowerPoints. These can be used at:

- Rotary, Kiwanis and other civic organization meetings
- Open houses
- County Judge/Quorum Court appreciation days
- 4-H O-Ramas
- Production meetings
- EHC meetings
- 4-H club meetings
- Volunteer trainings
- Field days

Make the Centennial visible

Among the marketing tools available are tabletop displays (trifolds), a pull-up display, banners, brochures, posters and placemats. If you're not at a specific event, keep a trifold or at least a poster or flier visible in the most public areas of your office. Bring a pull-up or tabletop to a SNAP-Ed class, a Master Gardener training or an ag-how-to class.

If there's a local festival, ask if you can bring an additional display to place in a high-visibility location to show off our history. Be sure to use the letterhead with the Smith-Lever seal when writing correspondence to high-profile constituents. Use the placemats for 4-H'ers, parents and volunteers to see at official events.

Use your media

You have many channels available to communicate including your local newspaper, radio or TV station and social media. Be sure you incorporate the logo when sending news releases to local newspapers or scripts to your broadcast outlets.

If you have a Facebook page, be sure you incorporate the Centennial seal on it and incorporate some of the bullet points in your comments and timeline. Same with Twitter. Tweet your

own, or retweet any of our colleague's tweets about the Centennial. Start a trivia contest on Twitter and use some of the Centennial promotional items for prizes.

Big Day – May 8, 2014

While Extension will mark the Centennial celebration all year long, the big day for our anniversary is Thursday, May 8. That's the actual centennial date for President Woodrow Wilson's signing of the Smith-Lever Act that brought the national agricultural extension service into being. You might consider timing your weekly newspaper column or radio segment to mention Smith-Lever and its effects on that week.

Your ideas

We know that you have your own creative ways to mark this part of our history and hope you'll share them with your colleagues. If you have suggestions for tactics that have worked well in your county and photos to share, please send them to the committee chairs Julie Thompson, jathompson@uaex.edu or Kevin Quinn, kquinn@uaex.edu. We would love to share your successes.