

---

---

**MEMORANDUM**

---

---

**TO:** IAN MAW  
MEMBERS OF THE SYSTEM COMMUNICATIONS AND  
MARKETING IMPLEMENTATION COMMITTEE

**FROM:** HUNT SHIPMAN

**SUBJECT:** ANALYSIS OF PODESTA GROUP THIRD QUARTER MARKETING  
REPORT

**DATE:** OCTOBER 30, 2008

Cornerstone has reviewed the Podesta Group's (PG) report for the third quarter of 2008.

The report accurately and thoroughly addresses the accomplishments that the PG has achieved during the quarter and we believe that PG continues to make satisfactory progress towards fulfilling its obligations under the scope of work.

As the PG report indicates, Cornerstone continues to work cooperatively to ensure that the maximum benefit is realized from the System's Communications and Marketing efforts. This may be best evidenced by our collaborative work on the USA Today article in which we assisted in identifying contacts in the System to be interviewed by the writer, and in publicizing the article afterward.

We continue to collaborate with PG on future targets, events and messages. A particular focus for the remainder of 2008 and a key activity in 2009 will be adjusting our message and targets as a result of the 2008 elections. Cornerstone will continue to work to ensure that the marketing program supports the overall objectives of the Board on Agriculture Assembly.

We would be pleased to provide additional information as you or the members of the Committee deem necessary.

**Cornerstone Quarterly Report – Third Quarter 2008 (July 1 – September 30)**

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<b>I. Communications Materials</b>	
<p><b>A. <i>Direct PG to known sources of existing marketing materials developed by NASULGC, USDA or other entities with knowledge of the System.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone continues to provide information to PG on new materials produced by land-grant institutions and USDA on issues which may be useful in the marketing effort – including USDA’s Agricultural Research Service Publication, “Science in Your Shopping Cart.”</li> <li>▪ Cornerstone directed PG to sources of information for inclusion in the USA Today article.</li> </ul>
<p><b>B. <i>Coordinate with PG on the formulation of messages that can be utilized within the academic community, stakeholders, target audiences and in the national and local media.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone consulted with and provided input both to PG and directly with a reporter from USA Today who was working on an article on agricultural research funding.</li> <li>▪ Cornerstone consulted with PG on events in New Jersey, Nebraska and Texas.</li> </ul>
<p><b>C. <i>Review publications and documents produced by PG to ensure consistent, coordinated messaging.</i></b></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone continues to monitor marketing effort to ensure appropriate consideration is given to different parts of the land-grant system, including: different institution size and geographic diversity, among other things.</li> </ul>

Planned Activities (from Cornerstone Contract)	Accomplishments During this Quarter
<b>II. Target Activities</b>	
<p><i>A. Cornerstone will coordinate with PG in the identification and selection of site visits for target audiences.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone and PG jointly identified targets for site visits in Texas, New Jersey, and Nebraska and continue planning for these events, as necessary.</li> </ul>
<p><i>B. Cornerstone will coordinate with PG in the identification of opportunities for appropriate land grant institution representatives to participate in forums, summits, panels, or hearings, and assist in drafting statements that would be used.</i></p>	<ul style="list-style-type: none"> <li>▪ This item is not yet timely.</li> </ul>
<b>III. Events and Media Appearances</b>	
<p><i>A. Cornerstone will coordinate with PG in identifying and participating in appropriate media events for representatives of land grant institutions to highlight research, extension, teaching and international activities of interest.</i></p>	<ul style="list-style-type: none"> <li>▪ Cornerstone and PG worked cooperatively on message development and background material, including identifying appropriate members of the system to speak to the USA Today reporter.</li> </ul>

#### IV. Meetings and Conference Calls

*A. In addition to other meetings and conference calls which Cornerstone already participates in, Cornerstone will participate in conference calls and meetings as requested by the System Communications and Marketing Committee.*

- Cornerstone participated in meetings and calls with NASULGC staff, C&M committee members, and university staff as requested or necessary.

#### V. Accountability and Coordination

*A. Cornerstone will provide an analysis to the System Communications and Marketing Committee of the quarterly and annual reports prepared by PG, along with other documentation as requested by the System Communications and Marketing Committee leadership in writing.*

- Cornerstone has reviewed PG's report for the third quarter and the analysis is attached.