

Florida Cattlemen's Association

Communications Audit

For this communications audit, a panel of four communications experts at the University of Florida analyzed the communication material in the FCA recruitment folder and the FCA website. These communications experts have backgrounds in public relations, agricultural communications and advertising fields. The communication materials were analyzed areas that could be enhanced were addressed.

General Recommendations

- Need to develop or utilize one consistent logo throughout communication materials. Some materials utilize the long-horn cattle logo and others utilize the logo that has Florida and a cowboy.
- Additionally, the brand consistency should be implemented in the magazine logo.

Logo Recommendations

- The Florida logo with the cowboy could appear dated to younger members and is also very busy.
- Busy logos are difficult to see on a variety of materials
- The logo should be clearly visible when printed in both color and black and white.

Membership Recruitment Folder

- The membership recruitment folders should be personalized with the FCA logo printed onto the folder as opposed to using the Mead Trapper Brand and using stickers on the front. These personalized folders can be purchased for as low as \$0.86 cents/piece. This quote was found at www.thefolderstore.com. If not possible to print, use a plain folder with no markings.
- If folders are printed, FCA's key messages should be printed on the inside flap for consistency in branding a message.
- There should be an instruction sheet inside the folder explaining each piece of the packet and how it should be utilized.
- A table/list of contents could also be included.

Become a Member of the Florida Cattlemen's Association Brochure

- There are too many colors, fonts and font sizes on the front of this brochure.
- Brochure Cover should have key benefits of membership.
- Center-alignment should not be used throughout the brochure
- Should stay away from time limited things. For example, the inside covers of the brochure lists FCA's 2006 legislative accomplishments. This is now outdated.

- There is a lot of information contained in the brochure- it would be helpful to move it from a bi-fold brochure to a tri-fold brochure.
- Within the brochure, there should be a brief description of each of the membership categories. Currently, FCA is assuming that individuals wanting to join will know enough about membership categories to choose the correct one.

Cattle Brochure- Prepared by DACS

- The target audience for this brochure is unclear.
- This brochure is design-wise inconsistent with the membership brochure. Again, it is extremely important to develop a consistent brand and a consistent message.
- The panel of communications experts did not feel like both brochures should be included.

Junior Membership Applications

- There should be a brief explanation of the Junior membership category along with benefits specifically related to junior membership.

Benefits of Membership List

- Currently, the benefit list seems like a “laundry list” of items
- Should add a meaningful statement to list such as FCA’s mission statement or purpose statement
- Could also include testimonials from members involved in the association that speak to the value of membership
- Could also include a quote to demonstrate the need of FCA to protect the interests of the industry
- Also, there needs to be verbiage that states “Every member counts for representation in Tallahassee” or something similar to show the importance of individual members
- Benefits must be narrowed down to 3-5 top benefits. Currently many of the benefits overlap.

Some overlap includes

- “Youth/Junior Activities” and “Scholarships” could be combined into Youth Opportunities.
- “Public Relations/Issue Management to protect Beef Cattle industry” and “Represent Interest of Beef Cattle Producers in working with other segments of agriculture in Florida” – these feel very similar in nature.
- It’s possible you could have one Leadership Development category that encompasses “Young Cattlemen’s Tours” and “Quarterly State and Committee meetings” and “Premier Awards Program”

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Web Site Recommendations

- The navigation bar should include fewer links and more drop-down menus
- There needs to be logo consistency throughout the web site
- The pages are too long. The rule of thumb is that if some has to scroll more than once to see an entire page then it is too long or needs a table of contents.
- If long pages are to be kept – there should be a table of contents at the top of the page with “anchor points” (links within the page) to sub-sections of the page
- On the membership page:
 - there should be an explanation of the membership categories
 - there should be an explanation of the key benefits of membership
 - the membership directory could be a sub-page of the membership page
- On the General Store link- Christmas order information is still up
- Information could be organized a bit better. Currently this is not a user-friendly site.
- Panel of experts recommends that user-friendly testing be done to determine effectiveness of web site.

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