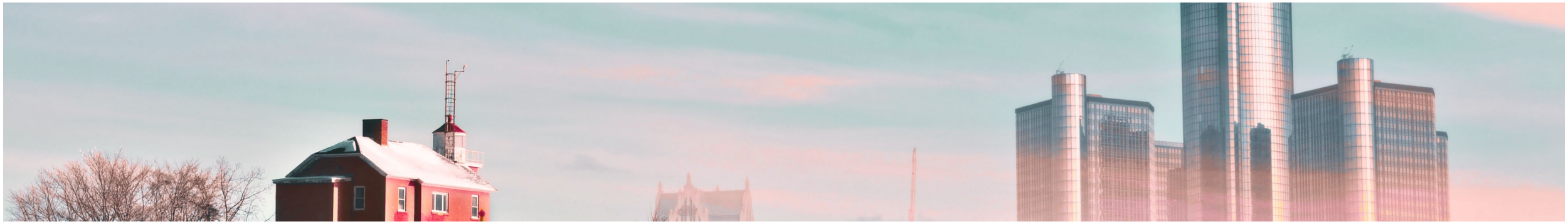
MICHIGAN STATE UNIVERSITY | Extension



Yes, Extension Does That!

Becoming a Strong Ambassador for MSU Extension

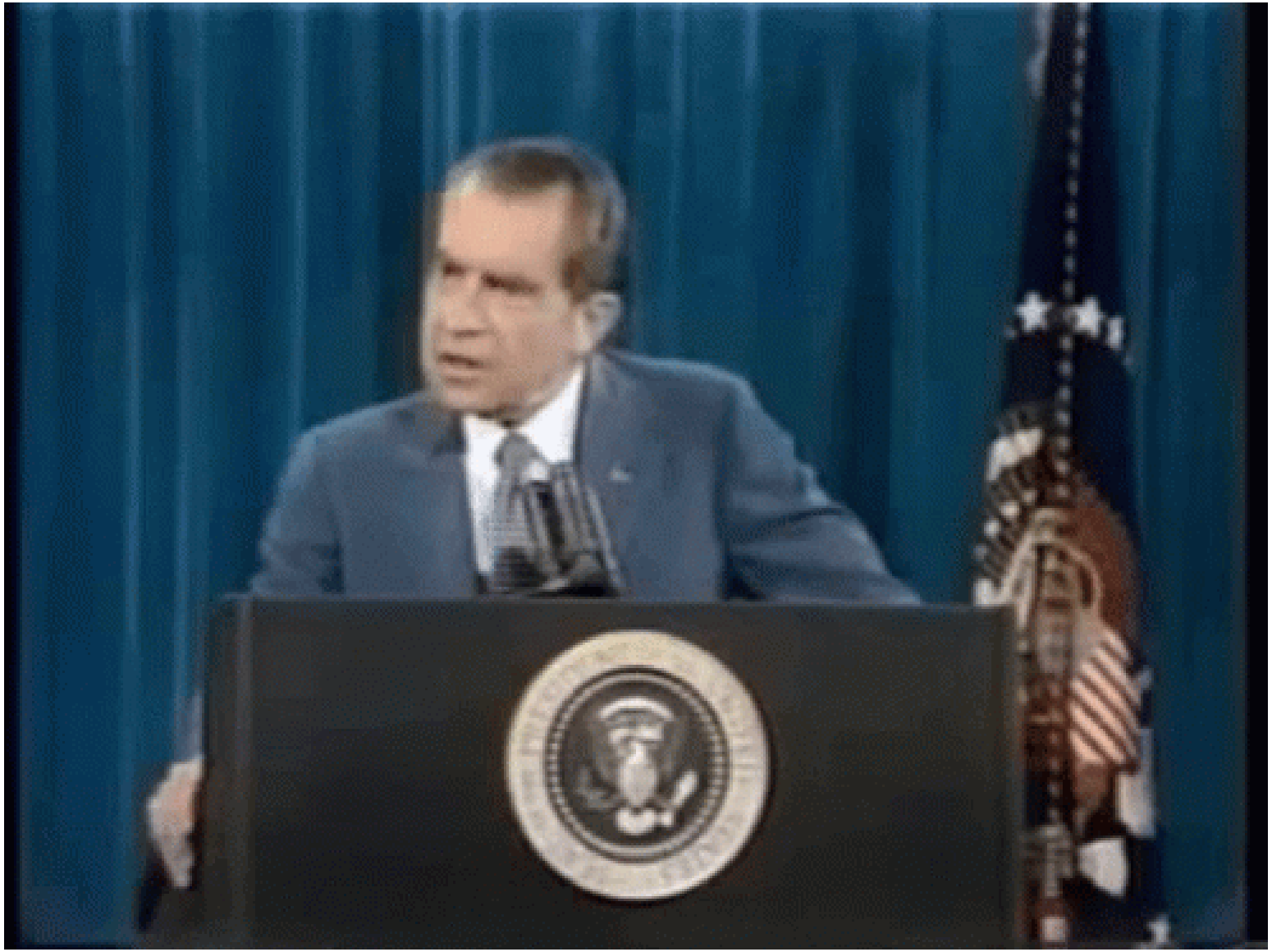


Becky McKendry

Director of Communications and Digital Strategy

“Extension is the best kept secret.”





FINAL

SUNDAY NEWS

NEW YORK'S PICTURE NEWSPAPER

25¢

PRESIDENT: 'I'M NOT A CROOK'



I'm No Crook, Nixon Says to U.S. Editors

SUNDAY NEWS, NOVEMBER 18, 1973

Nixon to Editors: I'm No Crook

Denies Any Part In Watergate

By JAMES WIEGHART
Of The News Washington Bureau

Orlando, Fla., Nov. 17—President Nixon denied categorically tonight any involvement in the Watergate break-in and coverup and declared in a dramatic, nationally televised question-and-answer session with the nation's newspaper editors: "I'm not a crook. I earned everything I've got."

Although the questions were tough, the President waded into them with obvious relish and even insisted on running beyond the one-hour time limit to offer a defense against allegations that his administration raised dairy price supports in exchange for hundreds of thousands of dollars in campaign contributions.



President Nixon makes a point d...



Weather

Fair to partly cloudy and continued mild through tomorrow. Lows in the upper 60s and highs around 80. Mostly easterly winds 10 m.p.h. today. Details on Page 2A.

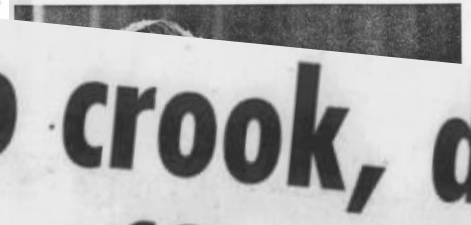
SUN-SENTINEL

and FORT LAUDERDALE NEWS

Palm Beach Edition

Vol. 11, No. 92 — FORT LAUDERDALE, FLORIDA — SUNDAY, NOVEMBER 18, 1973 — 15 Sections 288 Pages Thirty Cents

Nixon Says, 'I'm Not A Crook,' Promises To Produce Evidence



ORLANDO — President Richard Nixon, responding to more than an hour of questioning by newspaper editors, declared last night, "I'm not a crook," and he pledged to prove it by publishing evidence of his innocence in the wide-ranging Watergate

'. . . I Welcome This Kind Of Examination Because The People Wonder If Their Presi-

'I'm no crook, didn't profit in office': Nixon

Hopes gas rationing is averted

By Aldo Beckman

LAKE BUENA VISTA, Fla., Nov. 17— President Nixon, declaring emphatically that he is "not a crook," said tonight that he has never obstructed justice and has never profited from all his years in public office.

He again denied any knowledge of the Watergate break-in or any knowledge of the Watergate coverup, and expressed confidence that H. R. Haldeman and John Ehrlichman, his former top aides who resigned from the White House staff in the wake of the Watergate scandal, "will come out all right" after all of the facts are known.

Nixon, while suggesting that it would be difficult to have any kind of gas rationing in peacetime that would be acceptable to Americans, left short of promising there would be no rationing.

Story on page 4.

DURING AN hour-long question and answer session with 40 managing edi-



President Nixon asks for another question during appearance before a group of newspaper editors at Disney World last night.

Point Break *(1991),* ***Mrs. Doubtfire*** *(1993),* ***The Simpsons*** *(1993),* ***Boy Meets World*** *(1995),* ***Animaniacs*** *(1996),* ***Futurama*** *(1999),* ***Family Guy*** *(2000),* ***Parks and Recreation*** *(2010),* ***Fargo*** *(2015),* ***Lucifer*** *(2017),* ***Superstore*** *(2018), referenced repeatedly on* ***Saturday Night Live****, from 1976 through at least 2017 (including impersonations by folks like Alec Baldwin and Dan Aykroyd as well as animated parodies), songs by artists ranging from* ***Frank Zappa*** *(1974) to* ***TV Girl*** *(2016), and much, much more...*











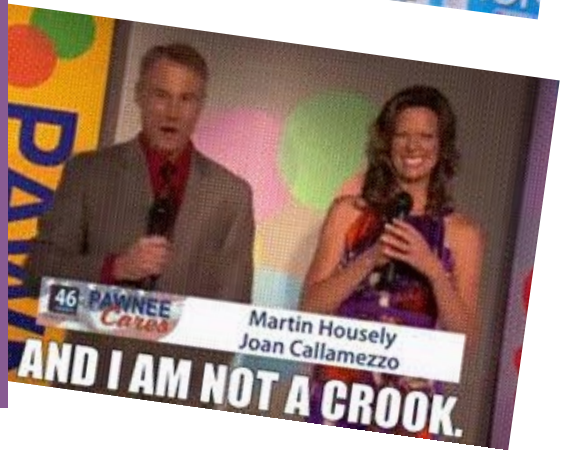


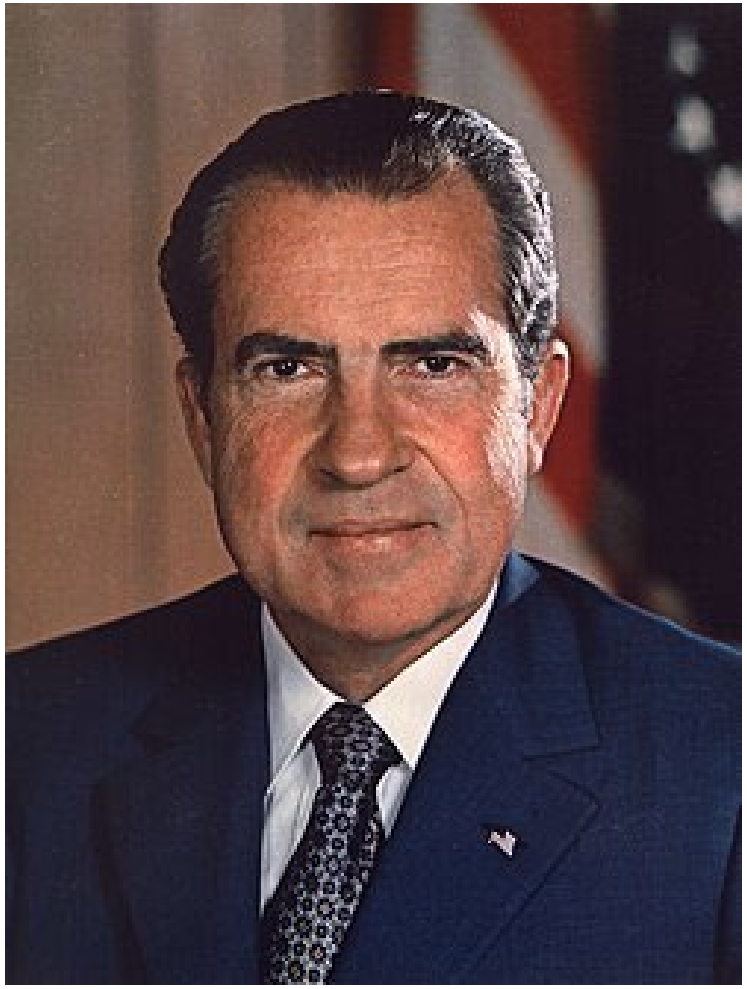












Nixon's Actual Campaign Slogans?

1960

- "Experience Counts"
- "Peace, Experience, Prosperity"
- "Nixon-Lodge: They Understand What Peace Demands"
- "America Needs Nixon-Lodge"

1968

- "Nixon's the One!"
- "This time, vote like your whole world depended on it"
- "Bring Us Together"

1972

- "Nixon Now"
- "President Nixon. Now more than ever"
- "Re-elect the President"

What is MSU's official tagline (since 2010)?

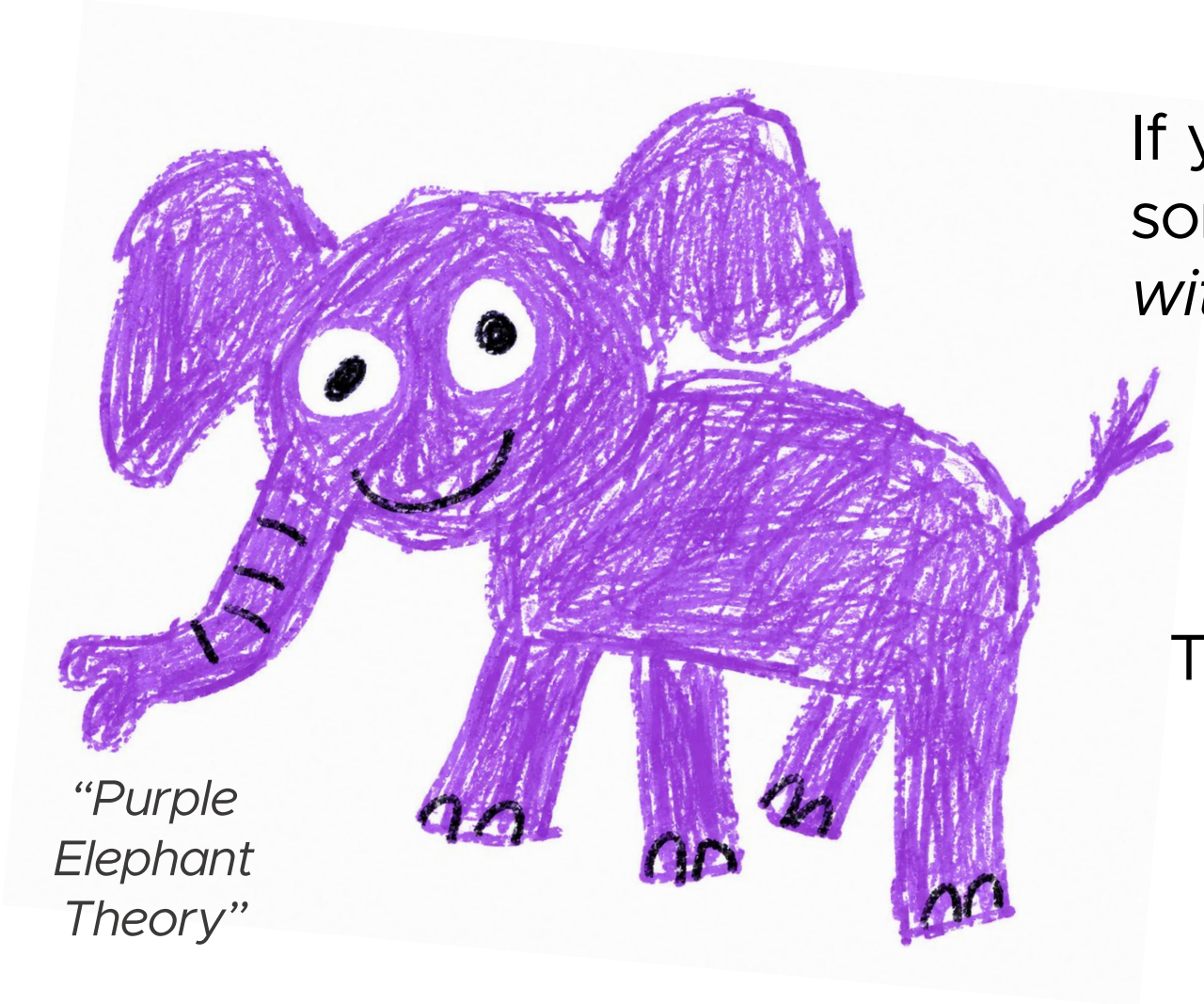




SPARTANS WILL.

Spartans Will.

What does this tell us?



"Purple Elephant Theory"

If you don't want to be associated with something...*don't associate yourself with that thing.*

Tell people what you *are*, not what you're *not.*

What is MSU Extension?

Land-grant

What does MSU Extension do?

4-H

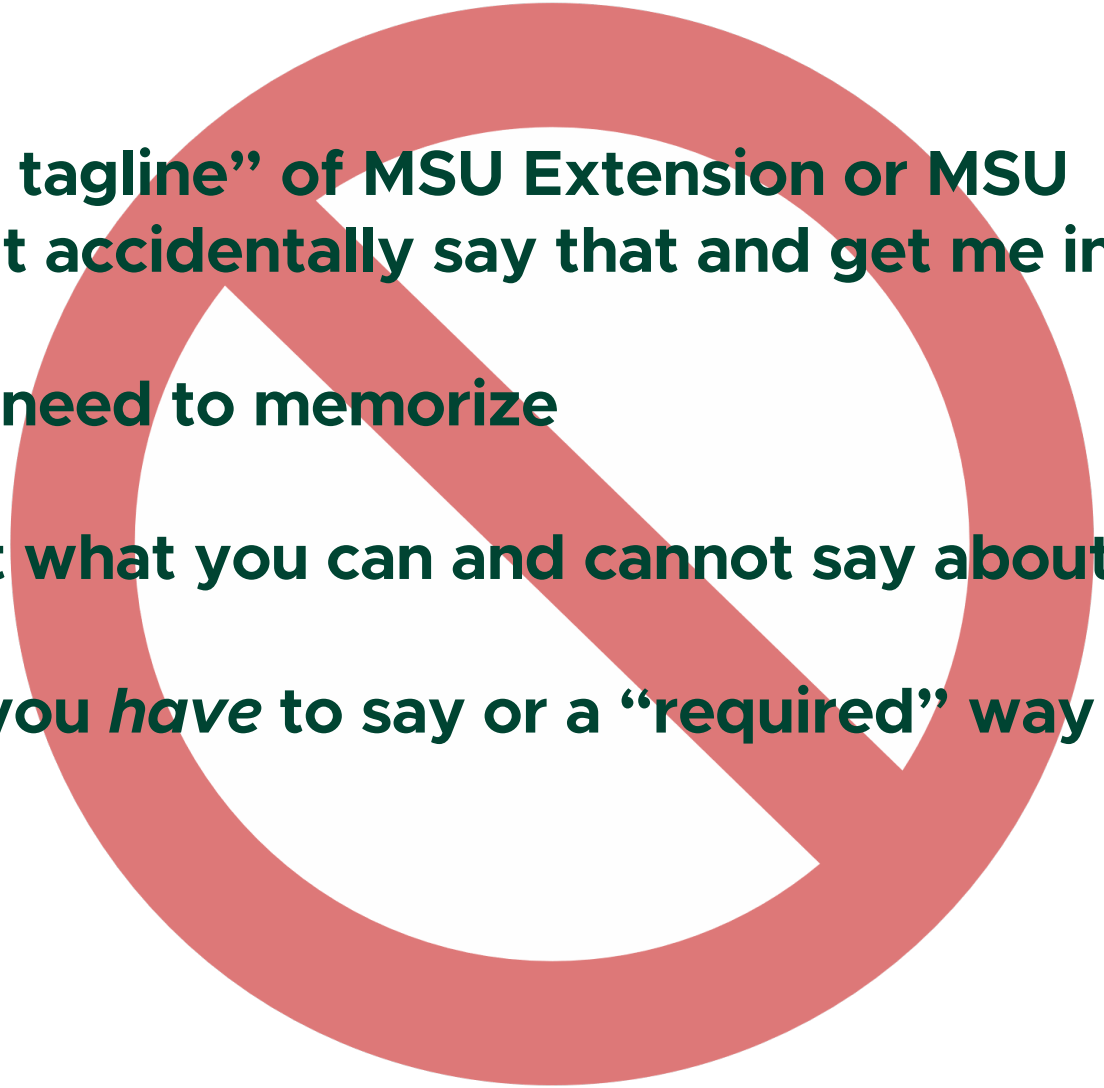
Extension Does That!


But we also support parents,
teach mindfulness, help kids join 4-H

What is It?

- A visibility campaign built around a simple idea: Whatever someone needs, or whatever someone is trying to do, MSU Extension does that.
- A framework that helps us tell our story at the broadest level
- A way to be authentically be “all things to all people”
- A way to connect things that people care about to MSU Extension
- An easy way to describe or relate your work, your colleagues’ work, our volunteer opportunities, our internship programs — basically anything that you can think of

What is it NOT?



- The “official tagline” of MSU Extension or MSU (please don’t accidentally say that and get me in trouble with Sparty)
- A thing you need to memorize
- A rule about what you can and cannot say about MSU Extension
- Something you *have* to say or a “required” way to talk about MSU Extension

How Does it Work?

Easy! Start with something people care about, an impact we make, or a problem we can help solve, then connect it to Extension, either as a statement or question.

For example:

- **Buying your first home? Extension does that.**
  - Could promote our MI Money Health website, a promotional story about our homeownership education classes, etc.

- **Wish your kids came with an instruction manual? Extension does that!**
  - Could promote an upcoming parenting class, a child development educator interview on "Ask an Expert," etc.

- **Strengthening Michigan's downtowns — Extension does that!**
  - Could promote an application to our FIT tourism program, a video profiling our work in Roscommon County, etc.

Cool Visuals and Assets? Extension Definitely Does That



Recruiting materials



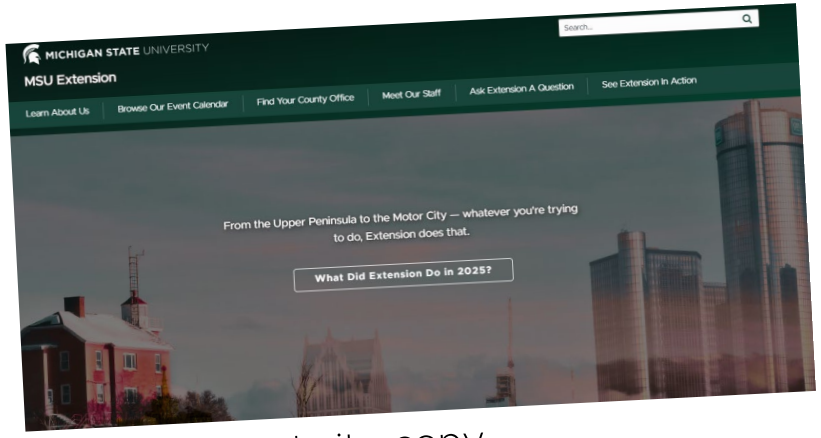
General promotional postcard



Informational bifold brochure



Pop-up banners



Refreshed website copy



Campaign video



Social media graphics

Why does “Extension Does That” work?

Affirmative:
Tells people what we do, not what we don’t do.

Adaptable:
Works across programs, audiences, and formats.

Memorable:
Three simple words, easy to repeat.

Conversational:
Sounds like something a person would actually say.

Surprising:
Invites curiosity, or the reaction of “Extension does *that*?”

Unifying:
Connects diverse work to one recognizable identity.

That's cool and all...but where do I fit in?

Every single one of you are **10x more valuable and important** than me when it comes to marketing and communications.





MannyFresco1914
This man saves Christmas every year! 😂 cool!
7-11 Reply
View 5 replies

uncomfortably_numb
Thank you Scotts dad, majority of the general public doesn't know about Cooperative Extension and the untapped value in it! It goes beyond agricultural crops and taps into other areas such as nutrition, 4H, and life skills!
7-11 Reply

Opening doors to homeownership across Michigan

Audrey Etzin-Gagner, Michigan State University Extension - September 04, 2026

Share Tweet Save Share Print Email

MSU Extension has helped Michiganders navigate the homebuying process through education, counseling, and personalized support for more than 20 years.



The group of participants Grishaber worked with contributed to the total of more than 670 prospective Michigan households who also completed related educational programs offered by the MSU Extension team from October 2025 through August 2026.



Bridge MICHIGAN | Michigan's nonpartisan, nonprofit news source

In world of AI, Michigan State University Extension bets on human expertise

by Kelly House
November 24, 2025



MSU Extension educator Meaghan Gass poses with a rusty crayfish. In the era of AI and online influencers, the extension is seeking to distinguish itself with a human touch. (Courtesy of Meaghan Gass)

Michigan State University Extension and local libraries help turn the page on health education

Jim Monahan, Michigan State University Extension - August 17, 2026

Share Tweet Save Share Print Email

Through library partnerships, MSU Extension is bringing health, food safety and nutrition education to communities across Michigan.



MSU Extension Health Educator, Tanner Damor, presents a class on mindfulness at a community library.

Michigan State University Extension
September 8 · 🌐

Hundreds of community members joined MSU Extension and our partners over Labor Day weekend to help release young lake sturgeon into the Saginaw River system.

These little fish have a long way to go. They spent the summer growing to 4-6 inches before being released into local waters. Lake sturgeon can grow up to 7 feet long and live for decades, making each release a small step toward restoring this remarkable Great Lakes species.

Since 2017, community members and partners have released more than 7,000 sturgeon into local waters.

MSU Extension was proud to partner with our hosts and the Michigan Department of Natural Resources to make this community event possible. Thank you to everyone who came out to be part of this effort to bring lake sturgeon back to Michigan's waters.



(I’m serious.)





Spotted lanternfly is spreading in Michigan, and MSU Extension is helping Michiganders prepare

Mallory Marienfeld, Michigan State University Extension - September 10, 2026

Share Tweet Save Share Print Email

From homemade traps and community workshops to preparing growers, MSU Extension is helping Michiganders respond to spotted lanternfly and slow its spread.



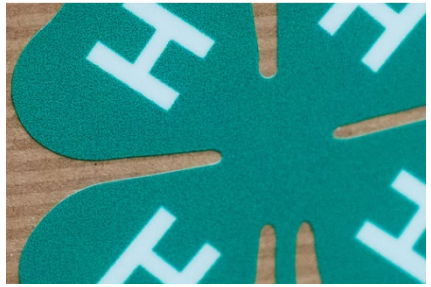
Deb McCullough (left) and Lindsey Kerr (right) lead a workshop on spotted lanternfly and tree of heaven in Grosse Point. Photo by Chelsea Dickens, MSU Extension.

MICHIGAN STATE UNIVERSITY

MSUTODAY

Language access and leadership: 4-H program sparks impact

By: Alex Tekip



When Paty Monterrosa began her role as a Michigan State University Extension educator nearly three years ago, she noticed that information about the organization's programming and outreach efforts wasn't reaching everyone it could.

So she decided to do something about it.

"I saw firsthand that many families faced language and systemic barriers that limited access to Extension programs," Monterrosa said. "I thought I would extend all the existing powers, knowledge and resources of MSU Extension in ways that are culturally and linguistically responsive."

Monterrosa, who herself has faced similar barriers as a native Spanish speaker, is the driving force behind Chispa 4-H. Part of Michigan 4-H, the youth development arm of MSU Extension and the largest such organization in the state, Chispa 4-H aims to equip youth in culturally distinct communities with the knowledge and tools necessary to enhance and strengthen their educational journeys, as well as educate parents and guardians on the benefits of its programming.

"Chispa means 'spark' in Spanish. In our program, we help young people find their spark," said Monterrosa. "We create culturally responsive spaces where youth, especially



Paty Monterrosa is an MSU Extension educator in Ingham County and the driving force behind Chispa 4-H. Courtesy photo.

Invasive pests and diseases could push food prices higher, MSU experts say

MSU Extension tells state lawmakers pests and pathogens add costs for growers and threaten food supply



MSU Extension tells state lawmakers pests and pathogens add costs for growers and threaten food supply

The Gardener’s Detective: Meet MSU Extension Educator David Lowenstein

Mallory Marienfeld and Mindy Tape, Michigan State University Extension - July 17, 2026

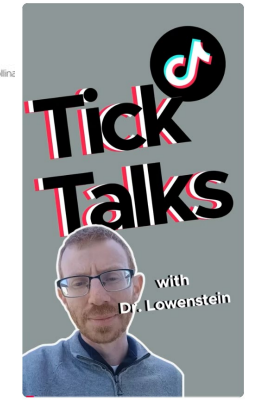
Share Tweet Save Share Print Email

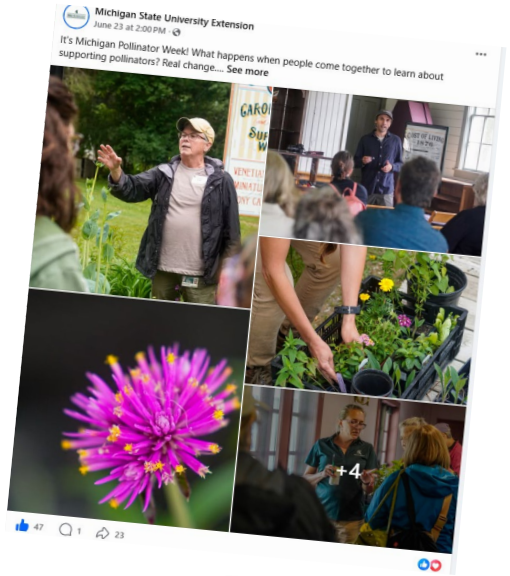
From diagnosing garden mysteries and identifying insects to preserving Mackinac Island's historic lilacs and sharing gardening advice, David Lowenstein is on the case to helping Michiganders find practical, science-based solutions.



David inspecting an insect in a pillbox during a breakout session of the Healthy Habitats and Productive Pollina Conference in June 2026.









MICHIGAN STATE UNIVERSITY | Extension

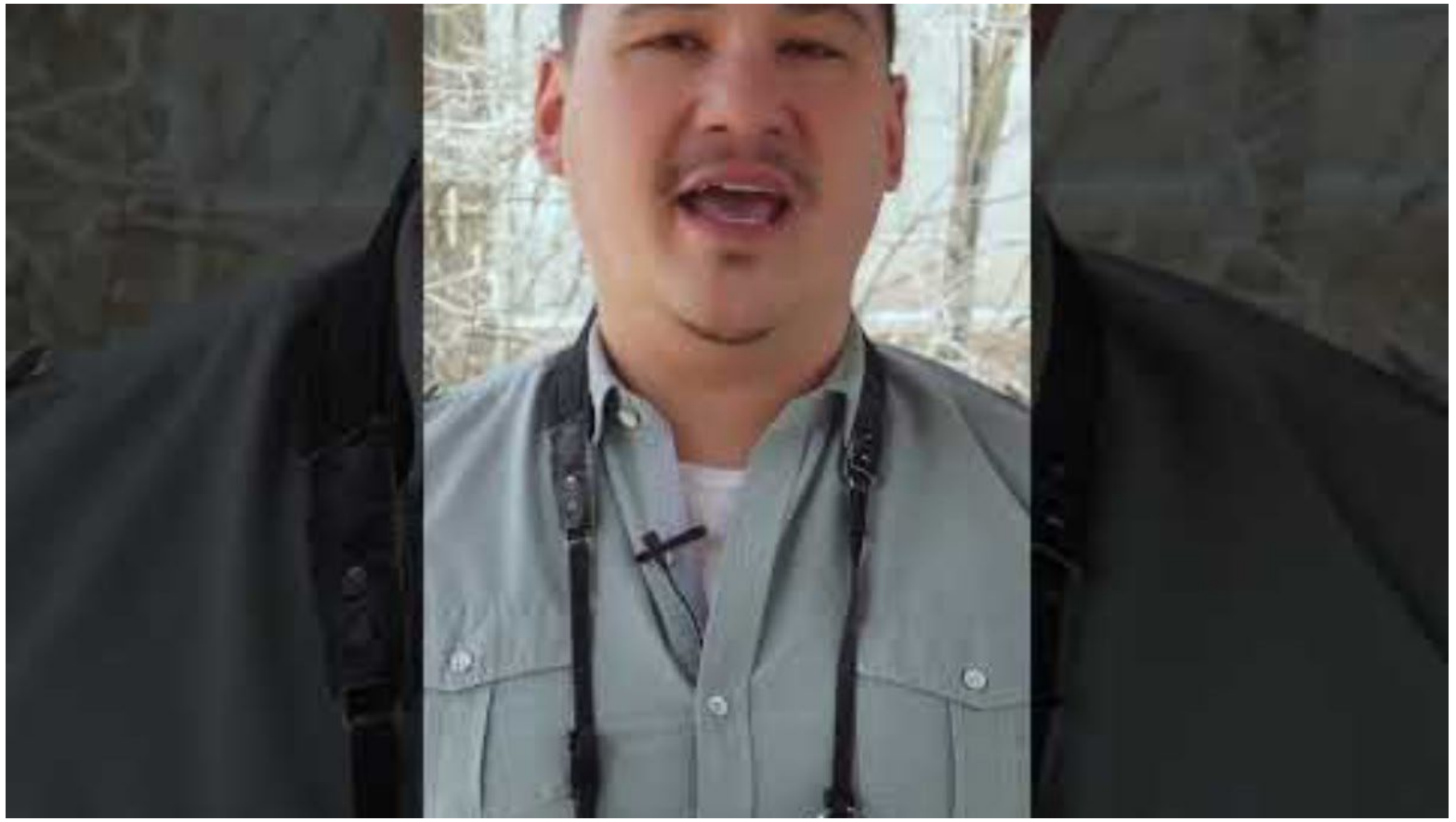
The best news?

You don’t have to ever say “Extension Does That” to participate in, or help, this campaign.

When you are helpful, when you share your expertise, interests, and uniqueness ....

...you are showing that MSU Extension does that.


rather than just a state of
definition.






community

Questions?