

Who we are

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A medium-sized dog with grey, black, and tan speckled fur is shown from the side, looking towards the right. The dog is wearing a grey and white climbing harness with red accents. An orange rope is attached to the top of the harness and extends upwards out of the frame. The dog is positioned on a dark, rocky surface with patches of snow. The background consists of a vast, hazy mountain range under a grey, overcast sky. The overall scene conveys a sense of adventure and outdoor activity.

Storytelling & Content Marketing

Advertising

What we want our audience to see



WHAT'S THAT SIZZLING SOUND I HEAR?

GET UP! IT'S **SPAM** AND EGGS, MY DEAR!

SPAM & Eggs. Cut SPAM in slices a fourth of an inch thick. Brown quickly in hot frying pan. Arrange SPAM around fried eggs. It's a delightfully different way to start the day. And, if you're the cook, a delightfully easy way. Try it tomorrow morning—or for supper tonight!

COLD OR HOT SPAM HITS THE SPOT!
Look at all the fun you can have with SPAM, the Hormel meat of many uses. You can serve it cold. You can serve it hot. You can slice it, dice it, bake it, fry it. You can enjoy it for breakfast, luncheon, supper or dinner. You can make it into sandwiches and canapés. And you can do all these tricks with the greatest of ease! SPAM is made of pure pork shoulder meat with ham added... comes only in handy 12-ounce cans that need no refrigeration. Let your next word to the grocer be SPAM!

FREE RECIPE BOOK! Contains nearly 30 suggestions for serving SPAM. Also many new menu ideas. Illustrated. Write for your free copy of this new book. Gen. A. Hormel & Co., Dept. 111, Jemec, Minn.



WHAT CAN I COOK WITHOUT MUCH FUSS?

HERE'S A LUNCH THAT'S GOOD AND QUICK...

SPAM BAKE WOULD TICKLE ALL OF US!

HOT CHEESE SPAM WICH DOES THE TRICK!

Baked SPAM. Just pop a whole SPAM into the oven, then pop it off with the sauce and dressing you'd had described on the label. Your SPAM bake is ready in only 25 minutes—a handy treat for any occasion.

Hot SPAM wick. Put two thin SPAM slices on toast. Top with sliced tomato, cheese and Bermuda onion. (If onions don't like you, substitute pickle.) Heat in oven until cheese melts. There's your hot cheese SPAM wick!

HORMEL GOOD FOODS
SPAM - COLD - HOT - BAKE - CHICKEN - SOUP
SWIFT ROSS PRODUCTS



"Oh" inspiring...
SPAM 'N' LIMAS

SPAM 'N' LIMAS

FROM THE HORMEL MENU FILES

Make a Spanish sauce of canned tomatoes, chopped onions, green peppers and celery leaves with a little salt, sugar, lard. Add to fresh or frozen precooked limas in casserole, partly bury 8 or 10 slices of Spam in top, garnish with pimiento squares and bake 25 minutes at 350°

HORMEL GOOD FOODS



COLD OR HOT SPAM HITS THE SPOT!

*"Spam" is a registered trademark. It identifies a pure pork product—packed only in 12-ounce tins—made exclusively by Gen. A. Hormel & Co., Austin, Minn.



SPAMILY LIFE Mr. & Mrs. Joseph Havstad and their son, Johnny



IT'S A SPAM SUMMER!

"Our favorite summer sport," says Mrs. Havstad, "is making SPAMburgers on our outdoor grill. Joe flips the sizzling SPAM slices on big buttered buns, and you ought to see 'em vanish! (Johnny claims he's never had enough!) At lunchtime, too, SPAM saves me weary hours in the kitchen... with SPAMwiches or SPAM 'n' Salad. Yes sir, it's a SPAM summer for the Havstad family!"



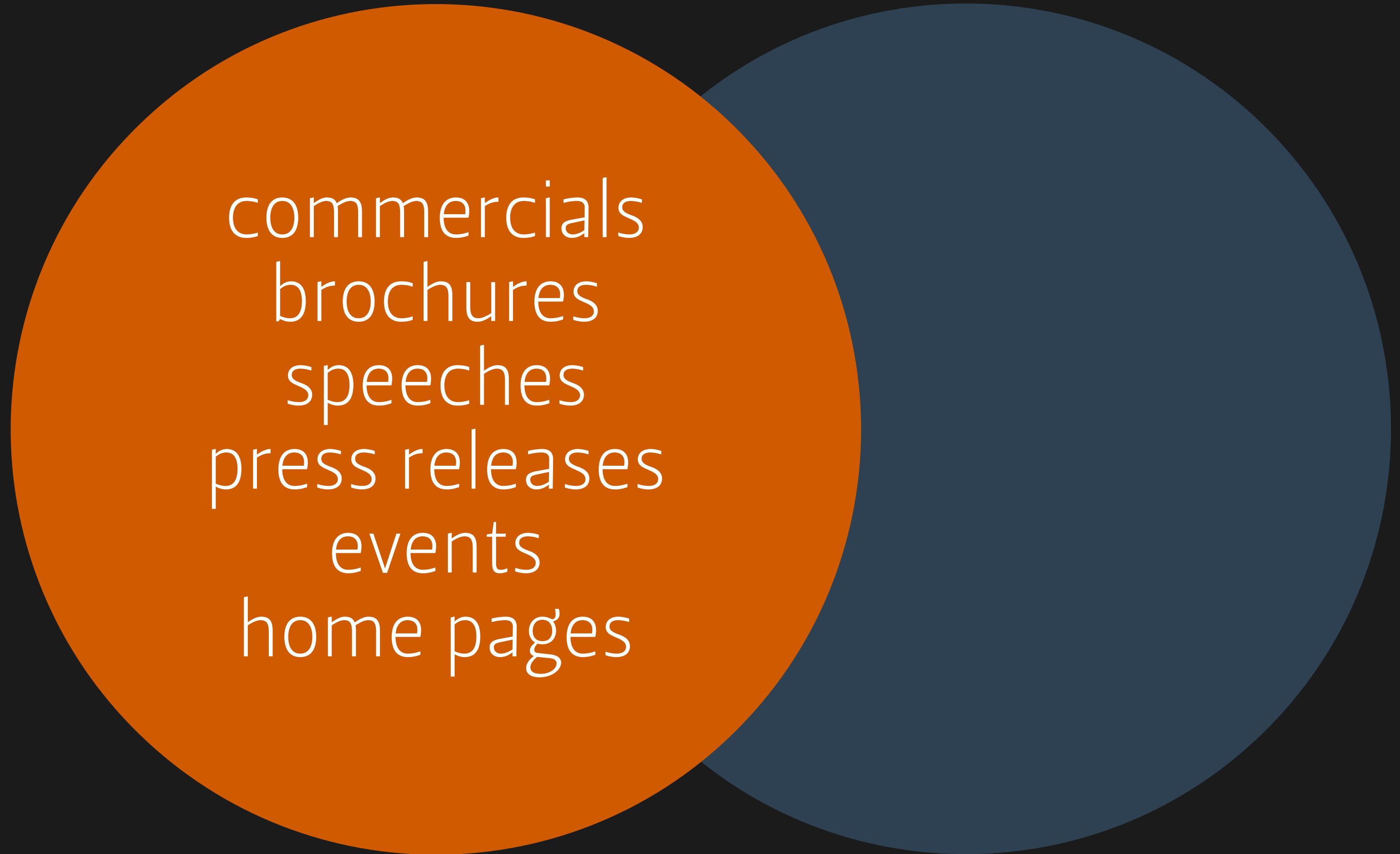
TELEGRAM
SPAM HAS A FLAVOR ALL ITS OWN WHY? BECAUSE WE BLEND THE JUST SWEETNESS OF PORK SHOULDER WITH THE TASTY TENDERNESS OF HAM. ADD A SPECIAL SEASONING MARY BUTLER

Content marketing

What our audience actually wants to see



Stuff containing
your message



commercials
brochures
speeches
press releases
events
home pages

Content people actually
choose to consume



television
movies
books
funny cat videos
how-to videos
magazines

Stuff containing
your message

Stuff people actually
choose to watch

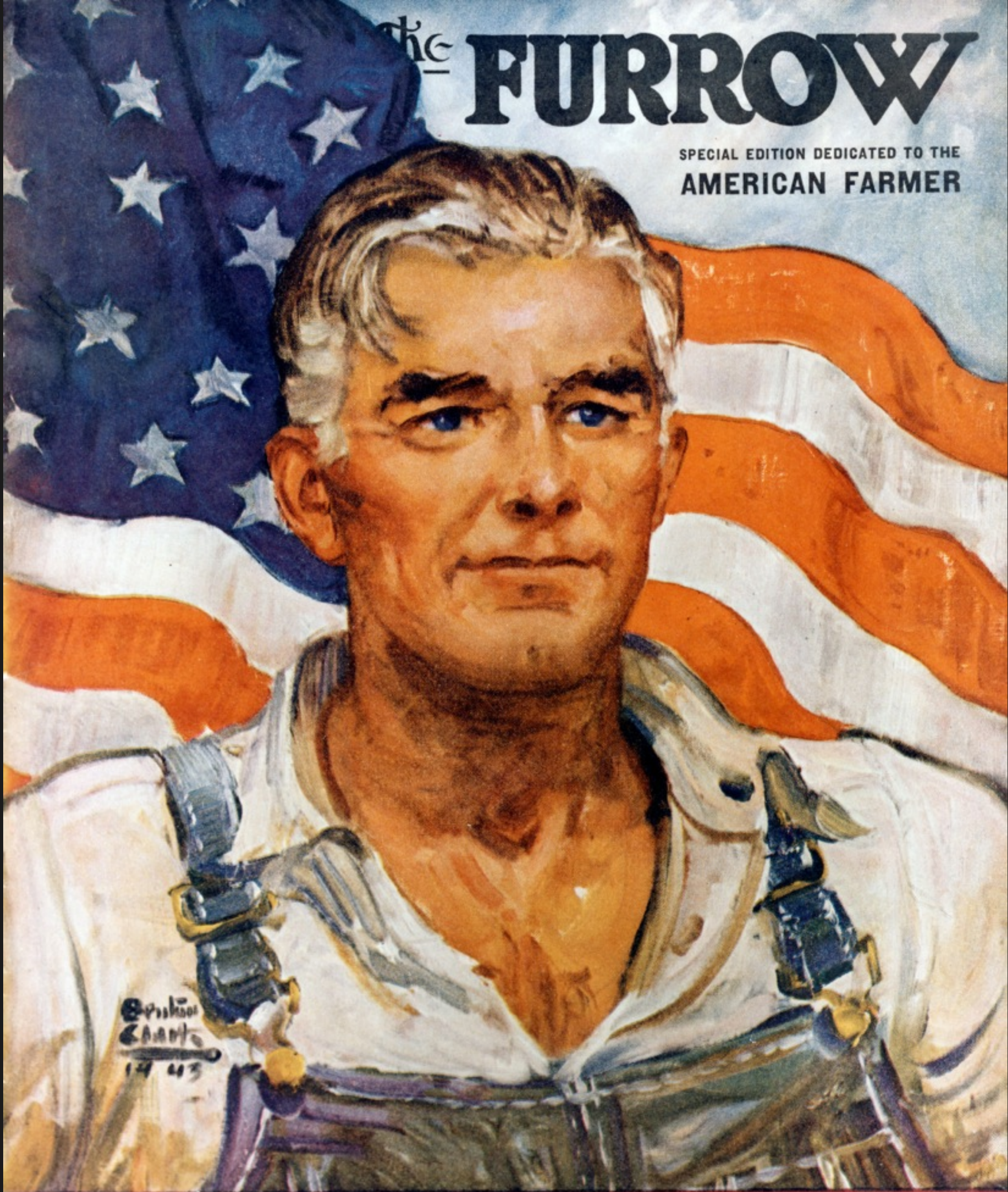
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The FURROW

SPECIAL EDITION DEDICATED TO THE AMERICAN FARMER



AMERICA'S No.1 WAR WORKER
WHAT He Does... HOW He Does It... and WHY











RECOMMENDED BY MATT HARDIGREE

- The Only Renault Alpine GTA In Texas
- What do you get with a Car2Go Black Card? CityLab has some guesses.
- The Bentley Continental GT3 race car is absurdly large, but also ab...
- The Ten Worst German Cars Ever Made
- The EPA Would Like Carmakers To Stop Making Up Fuel Economy Claims
- The Toyota Prius Plug-In Just Set A Terrible Nürburgring Lap Time
- Does Drake Like to Have His Ass Eaten?

Here's the trailer for the Formula SAE documentary "RELENTLESS"

Matt Hardigree
Filed to: FORMULA SAE 11/25/11 10:00am

11,381 🔥 ⭐



Oregon State University is producing a documentary about the collegiate racing/engineering series Formula SAE and, if the trailer is any indication, *RELENTLESS* looks like it wants to be to collegiate Formula SAE racing what *SENNA* was to Formula One. Awesome.



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Relentless

CATEGORY

Documentary

TOPICS

**Transportation
Oregon**

EPIISODES

PAST BROADCASTS:

- Sunday, October 13 from 7:30 p.m. - 8:30 p.m. on OPB PLUS
- Friday, October 18 from 5:30 a.m. - 6:00 a.m. on OPB PLUS









QUESTIONS FOR DISCUSSION

- What did you learn about the geography and climate of the region in Kenya to which the team traveled?
- How did the film depict the culture of Lelans? How is their culture different from yours? How is it similar?
- What skills did the OSU students have that helped them solve the challenges they faced in Lela?
- What skills did the Lelans apply in completing the project?
- What challenges in communications did the students confront during the project?
- Many of the OSU students in the film were studying civil engineering. What types of activities do you think civil engineers typically do?

[Quick Facts >>](#)





Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH



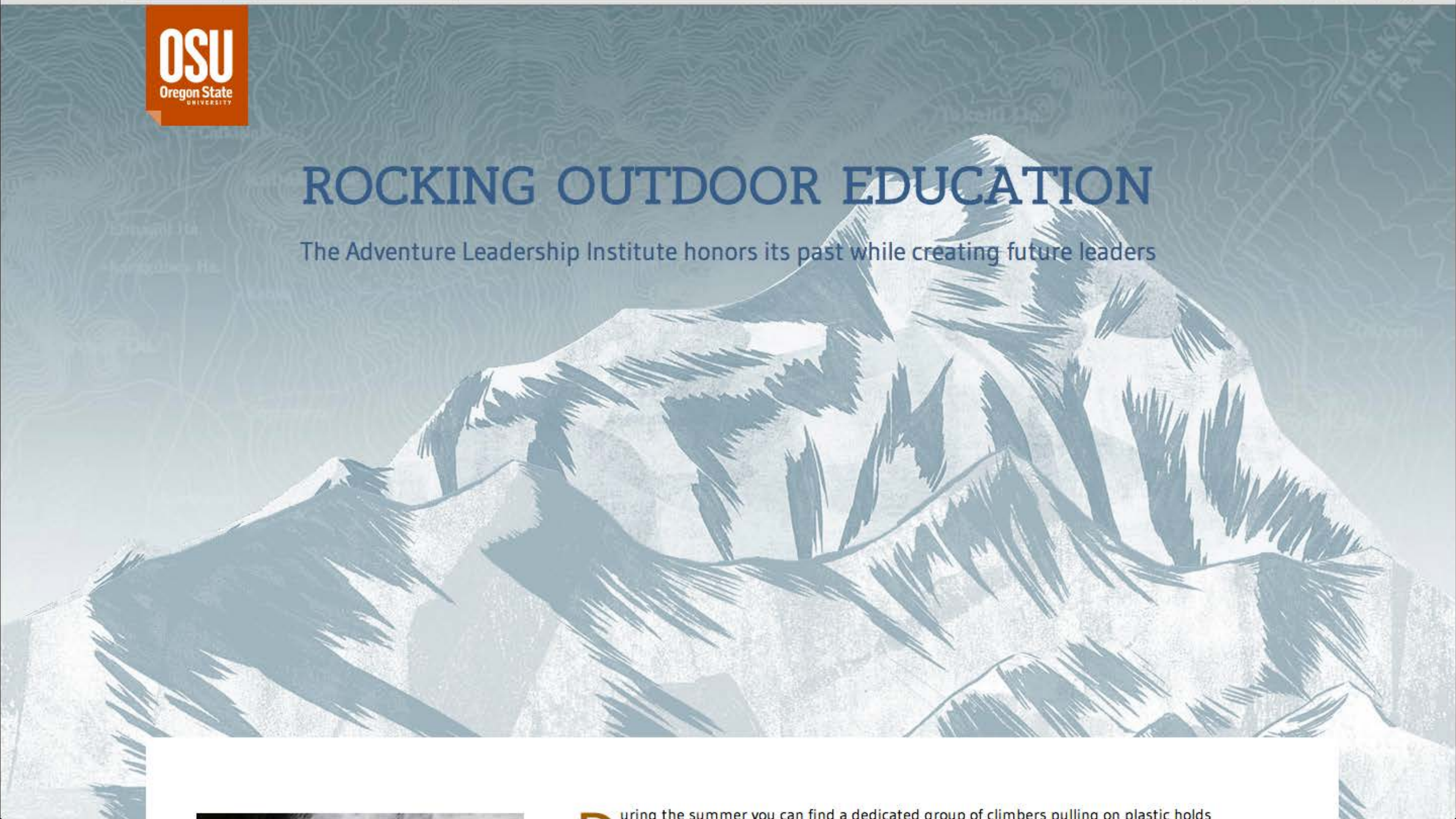
FLORALIA





ROCKING OUTDOOR EDUCATION

The Adventure Leadership Institute honors its past while creating future leaders



During the summer you can find a dedicated group of climbers pulling on plastic holds



Alternative Spring Break


3.22 - 3.29 2014



Bootstrap is the most popular HTML, CSS, and JS framework for developing responsive, mobile first projects on the web.

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Currently v3.2.0



Build realtime apps. Store and Sync data in milliseconds with **Firebase.**
ads via **Carbon**

OREGON STATE UNIVERSITY

terra



Survivors from the depths of time

Scientists and tribes work urgently to save the ancient Pacific lamprey

BY LEE SHERMAN | PHOTOS BY JEREMY MONROE | JANUARY 24TH, 2014

"Lampreys are delightfully bizarre fish – and vastly underappreciated for the role they play ... in ecosystems."

CENTER FOR BIOLOGICAL DIVERSITY

Ask a random sample of Oregonians what they know about Pacific lamprey, and you'll likely get one of the following responses:

"Um, not much. Aren't they some kind of eel?"

"Ooo, yuck! They're parasites, right?"

"Oh, yeah, I saw those on River Monsters."

Story by Stephanie Valera | Photos and Videos by Eric Jankstrom



"The Sea Washed it Away"
On the Ground After Typhoon Haiyan

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STUMBLETHRU THE FADER

FADER

WEDNESDAY, APRIL 09, 2014



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Why Michael Jackson's "New" Record Says More About the Industry Than He Ever Did

STORY BY: MICHAEL SUGARMAN





The FADER on May 13

3 min



Why Michael Jackson's "New" Record Says More About the Industry Than He Ever Did

Money, power and the politics of reanimation.



The Arsenal

The gear behind the sports of the Winter Games

By JENNIFER DANIEL, ALICIA DESANTIS, SHAN CARTER and TONY CENICOLA FEB. 12, 2014

Helmets





More on Moore

ACTOR JULIANNE MOORE TALKS WITH FELLOW CFA ALUM GAEL TOWEY ABOUT THE ARTS, STORYTELLING, AND WHERE THEY FIND INSPIRATION

←
Gael Towey,
*creative director at
Martha Stewart
Living Omnimedia*

Edited by Corinne Steinbrenner
Photo by Matthew Hranek

→
Julianne Moore,
*actor, interior
designer, and
children's
book author*

Gael Towey →

← Julianne Moore

They live mere blocks apart in Manhattan, and each is the mother of two children. They both attended BU's

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