

Lesson Plan

Copper Country Intermediate School District Workshop June 19-21, 2012

Battle Creek Feeds the World

Lesson Overview:

Students will be introduced to a specific Michigan product, Kellogg's cornflakes. We will study the history of the Kellogg's company and how its growth from a small company to a large competitor in the global economy changed Battle Creek and Michigan.

Objectives:

Student will be able to answer the following questions:

The ways that people use, adapted to, and modified Michigan's environment.

What people consider in deciding what to produce in Michigan?

How is Michigan a part of the national and global economies?

Standards:

3-E2.0.1 Using a Michigan example, describe how specialization leads to increased interdependence

3-G1.0.2 Use thematic maps to identify and describe the physical and human characteristics of Michigan.

3-H3.0.2 Explain how historians use primary and secondary sources to answer questions about the past.

Time Required:

3-5 hours

Recommended Grade Level(s):

3rd Grade

Topic(s):

Battle Creek

Advertisements

Maps

Era:

1906-present

Preparation:

Students should have a basic knowledge of the following terms:

- natural resources
- capital resources
- human resources

- entrepreneur
- economy

Materials:

- White Paper
- Pencils
- Crayons, colored pencils, and/or markers
- Propaganda Analysis Worksheet
- Printed copies of old Kellogg's advertisements
- Current Kellogg's Corn Flakes ad (television, newspaper, or magazine)
- 2 Hula hoops
- Small pieces of paper
- Michigan Map
- T-Chart worksheet
- Access to Google Earth
- All resources that are indicated on the resource table.

Resources:

Resource Table

Image	Description	Citation	Permanent URL
	<p>Title: Battle Creek Sanitarium</p> <p>Date Created/Published: [between ca. 1910 and ca. 1915]</p>	<p>Creator(s): <u>Bain News Service</u>, publisher</p>	<p>http://www.loc.gov/pictures/item/ggb2005015057/</p>
	<p>SUMMARY</p> <p>This extensively-researched popular history chronicles how Battle Creek, Michigan, became both a health center and the place where America's breakfast cereal industry developed at the turn of the century. Carson tells how Battle Creek first hosted a famous sanitarium run by Dr. John Harvey Kellogg (1852-1943), under the initial sponsorship of the Seventh-Day Adventists, and featuring water cures, vegetarianism, exercise, and sexual abstinence. Kellogg, raised in an Adventist family, later parted company with that denomination over religious differences. His sanitarium encouraged other experimental medical enterprises, transforming Battle Creek into a place where entrepreneurs began to produce "healthy" foods such as crackers, coffee substitutes, and, especially, cereals. Charles W. Post, a disgruntled former Kellogg patient who practiced briefly as a healer himself, achieved early success manufacturing and marketing these new products. By standardizing sizes and recipes for such foods as Grape Nuts and Postum, and combining mass distribution methods with aggressive advertising techniques, Post achieved spectacular success with consumers and paved the way for a host of competitors. Will Keith Kellogg, the second giant among breakfast food manufacturers, produced and marketed the "corn flakes" first developed by his brother John. The W. K. Kellogg Co.'s innovative marketing campaigns emphasized product flavor, international distribution, and free toys or tokens in the cereal box. W. K. Kellogg is widely remembered for having established the philanthropic foundation that bears his name.</p>	<p>Cornflake crusade. <u>Carson, Gerald.</u></p> <p>CREATED/PUBLISHED New York, Rinehart [1957]</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/lhbumbib:@field(NUMBER+@band(lhbum+09631))</p>

	<p>Emergence of Advertising in America: 1850-1920 Item Title Good Morning! Created/Published 1915</p>	<p>http://memory.loc.gov/cgi-bin/query/r?ammem/eaab000842)</p>
	<p>New-York tribune., February 14, 1915, Image 66 About <u>New-York tribune.</u> (New York [N.Y.]) 1866-1924</p>	<p>http://chroniclingamerica.loc.gov/lccn/sn83030214/1915-02-14/ed-1/seq-66/</p>
	<p>Evening public ledger., October 10, 1919, Night Extra Financial, Image 16 About <u>Evening public ledger.</u> (Philadelphia [Pa.]) 1914-1942</p>	<p>http://chroniclingamerica.loc.gov/lccn/sn83045211/1919-10-10/ed-1/seq-16/</p>
	<p>New-York tribune., July 26, 1908, Page 20, Image 34 About <u>New-York tribune.</u> (New York [N.Y.]) 1866-1924</p>	<p>http://chroniclingamerica.loc.gov/lccn/sn83030214/1908-07-26/ed-1/seq-34/</p>
	<p>New-York tribune., November 20, 1910, Image 44 About <u>New-York tribune.</u> (New York [N.Y.]) 1866-1924</p>	<p>http://chroniclingamerica.loc.gov/lccn/sn83030214/1910-11-20/ed-1/seq-44/</p>

	Aerial view, downtown Battle Creek, circa 1920's	Aerial view, downtown Battle Creek, circa 1920's	http://www.willard.lib.mi.us/historical/bcphotos/aerial/news03_1489.html
	Business district, North Jefferson near Main Street, circa 1868	Business district, North Jefferson near Main Street, circa 1868 h01_1578	http://www.willard.lib.mi.us/historical/bcphotos/buildings/h01_1578.htm
	Model of W.K. Kellogg Foundation Headquarters, 1989-90	Model of W.K. Kellogg Foundation Headquarters, 1989-90 h08_1990	http://www.willard.lib.mi.us/historical/bcphotos/buildings/h08_1990.htm
	Map of earliest Battle Creek, 1831	Map of earliest Battle Creek, 1831 r03_0253	http://www.willard.lib.mi.us/historical/bcphotos/maps/r03_0253.htm
	A brief chronological history of Kellogg's company.	Kellogg's Company Website	http://www.kelloggs.com/en_US/our-history.html

Procedure:

Activities

Create your own advertisement:

1. Have students create an advertisement for corn flakes that would be featured in their local newspaper. Have students complete this step without a lot of guidance.
2. Discuss what they thought was important enough to include in their advertisement.

Use the following questions to guide your discussion:

- a. Why did you choose to include that in your advertisement?
- b. Why did you choose to add color or not to add color to your advertisement?
- c. Did you enlarge or bold any of the words? If so, why did you choose to emphasize those particular words?

Propaganda Analysis

1. Pass out a propaganda analysis worksheet to each student. Briefly go over the worksheet so students understand how to fill it out.
2. Divide your students into four different groups.
3. Give each group an old Kellogg's advertisement printed from the Library of Congress. (See Resource Chart)
4. Have each student fill a worksheet individually and then have each group discuss their answers.
5. Each group will then display the advertisement they analyzed and present what they noticed to the other groups.
6. Make sure to facilitate the discussion/presentation.
7. Discuss whether the advertisements are primary or secondary sources.

Compare and Contrast

1. Display a current advertisement of Kellogg's Corn Flakes cereal. This could be a television ad, newspaper ad, or a magazine ad.
2. Using hula hoops and small pieces of paper compare and contrast the old and new Kellogg's advertisements.
3. Use the Propaganda Analysis Worksheet to guide students.
4. Students could write a paragraph comparing and contrasting the two advertisements.

Brief History or Overview of Kellogg's Company

1. Ask students if they know where Battle Creek is located. Display a Michigan map and locate Battle Creek.
2. Display a picture of the Battle Creek Sanitarium from the Library of Congress website.
3. Discuss how cornflakes were actually a mistake that happened in the Battle Creek Sanitarium. Refer to the *Cornflake Crusade* and the Kellogg's website for details.
4. Have students answer this question in a small group. Have them display their discussion details on a piece of paper. Make sure to encourage students to display it in an organized way. W.K. Kellogg made a mistake and creates cornflakes, but what would be necessary in order for cornflakes to be a product that he would sell?

5. Have students present their group discussions. Make sure to bring in the words *natural resources*, *capital resources*, and *human resources*. During and after their presentations would be a great time to fill in any gaps you are seeing in your students understanding of what it takes to produce a product.
6. As a class, create a chart on the board of the *natural resources*, *capital resources*, and *human resources* needed in order to produce cornflakes.
7. Use the *Cornflake Crusade* found on the Library of Congress website to give your students a brief history of Kellogg's Company. The Chronology at the back of the book is an easy way to show students how the company first came to be.
8. Discuss whether this is a primary or secondary source.
9. Also display the Kellogg's Website that shows a brief chronological history of the Kellogg's Company.
10. Make sure to discuss that Kellogg's products are now consumed globally. Discuss how Michigan ships out products like Kellogg's products and buys products from other states and countries, leading to interdependence. (Oranges cannot grow in Michigan, so we import them from Florida.)
11. Talk about how Kellogg's company has adapted and changed over time as their consumers have changed. Look at new brands that they have acquired and discuss why they might have acquired them. Look at discontinued products and asked the students why the company stopped producing those particular products.

Change in Battle Creek

1. Give students the T chart of how Battle Creek has changed because of the Kellogg's company.
2. Have the students fill out what they think or already know.
3. Give students an old map of Battle Creek before the Kellogg's company opened and display Google earth of present day Battle Creek. (See Resource Chart)
4. Lead a discussion that compares and contrasts Battle Creek before and after the opening of Kellogg's Company. Use the following to lead the discussion.
 - How are the maps different?
 - What tools were made to create each map? How has mapmaking changed?
 - Where is the Kellogg's company located?
 - What natural characteristics do you see?
 - What human characteristics do you see?
 - How has the company changed the environment in Battle Creek?
 - Do you think the opening of the Kellogg's Company was good for the city of Battle Creek? The state of Michigan? The United States?

Extension Activities:

- Design their own Cereal Box
- Global map-plot locations of locations
- Kellogg's "Museum"
- Create a game or activity using a Kellogg Product. For example Fruit Loops sound oo

- Write or rewrite a recipe that uses a Kellogg Product and then create a class recipe book.

Evaluation:

Create a poster or powerpoint that highlights one of the following:

- The way the Kellogg's Company has changed the way we live.
- The changes it made to the environment.
- A Kellogg's Company timeline of events.
- Survey and Graph the use of Kellogg's Products

Propaganda Analysis Worksheet

1. Describe the format of the propaganda:

- poster
- brochure
- advertisement
- movie
- song
- story
- other (describe): _____

2. Who is the intended audience?

3. What propaganda techniques are used?

- name calling
- glittering generalities
- euphemisms
- transfer
- testimonial
- plain-folks
- band wagon
- fear

4. What visual images, if any, appear in the propaganda? What do these images symbolize? What emotions do they seek to arouse?

Images	Symbol	Emotions

5. What are the key words used? What emotions do those words seek to arouse?

Words	Emotions

6. What is the purpose of this propaganda? What is it trying to get people to do or feel?

Discuss the following question with your group. Display your discussion in an organized fashion.

W.K. Kellogg made a mistake and creates cornflakes, but what would be necessary in order for cornflakes to be a product that he could sell?

**What effects does a company have on the place it is located?
What changes did Kellogg's Company have on Battle Creek?**

Battle Creek before Kellogg's	Battle Creek after Kellogg's