

Video Program – Team Submitted by Pamela Bloch

Objectives: Youth living in the urban setting of Gwinnett County are not exposed to agriculture life and are not aware of the agricultural production system and its importance to Georgia. Gwinnett County has a population of 859,304 and is made up largely of residential land, light industry, and significant retail space. Our primary target audience is the approximately 69,000 youth under the age of 7 in Gwinnett County who have never been exposed to production agriculture or common farm animals.

Target audience: There are approximately 859,304 residents that reside in Gwinnett County. The video program was placed on Gwinnett TV (The county television station) to promote the educational opportunity held for 10 days during the county fair.

Current population: Gwinnett County's population is 859,304.

Publisher's requirements: No publisher requirements.

Methods used: The video program was run on Gwinnett TV as previously mentioned daily 3 times a day from July 22 – September 25. The video was also placed on the Gwinnett County Website as well as the link was attached to the promotional flyer sent to all daycares and schools in Gwinnett County.

Production costs: Expenses seen for developing the video – high quality video and editing were taken on by the county media department.

Impact results: Youth from nineteen public and private schools participated in the 10 day event. In addition to the hands-on educational experience, each school group received follow-up curricula and information for further study and development. In order to assess the effectiveness of this exhibit's educational outreach, each school's faculty were provided with pre and post-test research instruments to measure learning from the hands-on experience. More than 91% of the youth showed advancements in their comprehension of where food comes from and how the farm production system works. Additionally, more than 97% of the youth extended their vocabulary to include common names and terms for various animal species, genders, and related resources associated with farm life. The information presented at the exhibit also meets Georgia's (AKS) standards for youth education and is designed to supplement school learning objectives and curricula for all pre-school and elementary age school students.

Role the applicant has in the entry: applicant provided information on the program and scheduled the taping of the exhibit, recruited speaker for the filming, and worked with media team to develop and edit the video.

Farm Friends Educational Video Program Link: <https://vimeo.com/106977574>