

Texas Master Gardener Association

VISUAL ARTS AWARD

Association Membership: Medium

(Small, Medium, or Large)

Date: Jan 15, 2005

County: Hood

Address: 200 N Gordon Rm 22

City: Granbury, Texas Zip Code: 76048

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Visual Arts Title: **Firewise Landscaping**

Brief description of Visual Arts entry: (150 words or less)

This thirty-minute power point presentation was developed to address the lack of awareness and concern among community members and fellow Master Gardeners regarding the threat of wildfires and how damage can be mitigated using Firewise Landscaping methods. Hood and neighboring counties are prime examples of a Wildland Urban Interface where the wildfire threat is extremely high. Residents, especially newcomers need to know about wildfires and understand the steps they can take, as individuals or through their homeowners associations, to lessen this threat. Firewise Landscaping does both. This presentation helps our Master Gardener Firewise Landscaping Specialists to meet this need.

Robbin Brodsky and Phyllis Webster

Name of person submitting the nomination

Signature of County Master Gardener Program Coordinator

Please answer the following questions as they relate to the entry. **(Do not exceed two (2) pages of questionnaire**

I. Organization and Leadership (150 Points)

1. Describe the Association or Corporation organizational structure of the Visual Arts Committee.

The Visual Arts Committee in our organization is an integral part of our Speakers Bureau. The Speakers Bureau has many talented members, each with a specialty that they are willing to share with our community or fellow members.

2. Describe how the individual or committee determines the Visual Arts program for the calendar year.

There is no set program determined for the year. Gardening trends, community interests, and new technologies are all considered for the development of new programs.

3. What is the involvement of the membership?

All interested members are encouraged to develop or present educational programs to the community or fellow members.

- **Describe how additional talents are sought and utilized.**

A general questionnaire is distributed at the beginning of each year, asking members to list their specialties or special interests. All members are encouraged to become educators through public speaking as a part of the Speakers Bureau.

- **How new members or interns are encouraged to participate in the Visual Arts program?**

All prospective Master Gardeners are interviewed to discover special interests or talents. Each new member may provide new outlets for our programs. It is therefore important for each of them to know what programs are available and to find out from them what new programs should be developed.

4. What is the involvement of the Extension Office professional staff?

The Agent offers training in digital photography and power point presentations. The Agent and his secretary are involved in the review of new programs. The Extension Office provides the audio-visual equipment for many of the presentations.

5. What is the involvement of the county residents?

They are the recipients of the educational programs offered by the Speakers Bureau. Our Extension Office, our Website and local Chamber of Commerce provide a listing of current programs. They have in a few instances been responsible for the development of new presentations.

6. How does the Visual Arts committee determine if the production is providing educational material?

Presentations that do not have an educational basis are not developed. Members review and critique any new programs developed prior to any presentation to the general public. If nothing is “learned” at this presentation, changes are suggested and implemented, or the program is scrapped.

7. Describe any partnerships with organizations outside of the Master Gardener Association or Corporation for the production of Visual Arts.

Texas State Forest Service helped in the development of this particular program through training and help with the photography. Other Cooperative Extension Services, such as 4H and Women’s Extension Clubs have helped with suggestions for new programs.

8. Explain how new methods, techniques and technologies are incorporated into the Visual Arts program. (Give an example.)

The Extension Office has invested in a computer projector as well as offering instruction in power point presentation. Three of the current programs listed with the Speakers Bureau can be presented through computer projection or overhead slides.

9. Is special training encouraged to utilize new methods, techniques or technologies? (Give an example.)

Our current president is a “computer guru” and makes home and library visits to instruct members in the utilization of personal computers. Nearly all of the communications done in our organization are now through website or email. Our Agent trains members in digital photography and computer projection.

II. Visual Arts Entry (150 Points)

1. What are the key objectives of this Visual Arts production?

This Firewise Landscaping production was designed to help our Master Gardener specialists awaken the community to the threat of wildfires and the actions that can be taken to substantially lessen the threat of losing homes and other structures should wildfire occur.

2. Describe the target audience for this production.

This program is directed to homeowners and homeowner associations in predominantly rural and semi-rural developments, but pertains to all residents living in Hood and neighboring counties.

3. Describe how the Visual Arts committee determines if its productions are reaching the intended audience.

At the end of each presentation, the Master Gardener speaker asks the audience if the information was helpful and answers any questions. Handouts on the presentation are also made available. The number of handouts taken and the number of questions asked are used as indicators of interest. Implementation of the ideas presented will serve as the ultimate measure of success.

4. Is there a standardized procedure for review or critique? (Annual or monthly review, survey or documentation of user opinions)

No. After the initial review by members and the Extension Office, it has been left to the presenter to ask for viewer opinions or critiques.

5. How was this production funded?

Except for copying the handouts at the Extension Office, the composer absorbed all costs.

6. Describe outside partners and their role in the Visual Arts production?

Texas State Forest Service representatives helped with the photography and initial training in the Firewise Landscaping specialty.

7. How many presentations utilizing this Visual Arts production occurred during the Award year?

Two presentations were made during 2004 with approximately 80 attendees.

8. How many copies of the production have been distributed during the Award year?

The program is available upon request to the Extension Office. No copies were distributed.

9. How many Master Gardeners were involved in this Visual Arts production?

Our membership has three members with Firewise Landscaping specialist training. Two of the three members developed this program.

10. How many volunteer hours were contributed for this Visual Arts production?

Sixty-eight hours over a two-year period were spent on developing and the occasional refining of Firewise Landscaping.

11. Has this production won any previous TMGA awards? If yes, explain the changes that were made to this production.

This program has never been entered for any awards.

III. Visual Arts Award (700 Points)

These points will be awarded to the Visual Arts entry as compared to all entry received in this category.

Attached is a CD of the power point presentation, notes, and handouts used in the presentation of Firewise Landscaping.