

**Texas Master Gardener Association
2006 MASS MEDIA AWARD**



Association Membership/Size: Medium (Small, Medium, or Large)
Number of Members: 53

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Mass Media Piece Title: *Educational Series — Vegetative Plant Propagation and Vermiculture*

Polly Parmer

Signature of person submitting the nomination

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Signature of County Extension Agent or County Program Coordinator

THIS SUBMISSION SHALL NOT EXCEED FOUR (4) PAGES TOTAL.

I. DESCRIPTION OF THE MASS MEDIA PIECE (50 pts)

In 150 words or less please describe the publication.

The Extension agent presents a weekly program on Channel 7, a local educational television station. The program provides the community with educational information on current horticultural issues. Master Gardeners (MGs) assisted with 2006 programming by developing an educational series. The first topics were vegetative propagation of roses and vermiculture. The Extension agent and MGs adopted a show-and-tell format for the series consisting of a dialogue between the agent and MGs. The series objective was to illustrate horticultural topics in a way that viewers could easily understand. The hoped for result was for viewers to successfully construct their own worm compost and make stem cuttings. Materials used were displayed and properly labeled. The procedure for making rose cuttings, from stem selection to transplanting, was illustrated and explained. The construction of a vermiculture bin, which began with soil selection and continued step-by-step through using the compost, was demonstrated.

II. QUESTIONNAIRE (200 Points)

Please answer the following questions as they relate to the entry for the award year.

Planning (35 points)

1. What is the clientele need for the mass media piece, and how was it determined?

The clientele need was determined by listener survey. The survey showed that there was a TV audience interested in programs dealing with educational horticultural topics. Issues of importance to viewers were:

- No cost for the program,
- Easy access for learning, and
- Convenient viewing times.

2. Who is the target audience for the mass media piece?

All people interested in learning more about horticulture were the target audience. Programs were shown for several days, at different times of the day, thus reaching many people interested in the educational topics.

3. What is/are the objective(s) of the mass media piece?

The objectives of the educational TV series were:

- Teach the meaning of vegetative plant propagation and vermiculture,
- Teach the proper method of propagation and construction of a vermiculture,
- Teach the practical use of vegetative plant propagation and vermiculture,
- Provide easy access to the educational information, and
- Provide an educational opportunity at no cost to the viewers, one that is easy to access and convenient to view.

Development of the Mass Media Piece (65 points)

4. How many Master Gardeners were involved in developing the mass media piece? Two

5. How many Master Gardener volunteer hours were contributed in developing the mass media piece? 20 Hours

6. Describe the roles Master Gardeners served in developing the mass media piece (i.e., author, editor, desk-top publisher, artist, talent, host and producer). No names of Master Gardeners should be mentioned).

The two topics of vermiculture and vegetative plant propagation were first developed and presented by two MGs as programs for monthly MG meetings. These programs had also been included in a new Community Education Series. The Extension agent asked the two MGs to restructure these programs so that they would be appropriate for the weekly educational TV program. The MGs and Extension agent then prepared a show-and-tell dialogue suitable for a TV audience. The television producer filmed and aired the program. All graphic work was done by the MGs. The Extension agent acted as the host and interviewer.

7. How was Texas Cooperative Extension personnel involved in developing the mass media piece?

The Extension agent selected the MG programs for the production, made arrangements with the educational TV station and acted as host and interviewer for the program.

8. How was the use of accurate, research-based information in the mass media piece assured/insured? (i.e. TCE personnel, outside sources, etc.)

- The MGs who developed the mass media piece for TV had taken specialist training and had completed the requirements to receive the Specialist designation in Plant Propagation and Composting.
- The educational information used in the program was gleaned from material that had been presented at Specialist training and the references given were those that had been suggested by the Specialist training programs.

9. Were any other organizations involved in the sponsorship or development of the publication? If yes, describe their involvement. Yes. The local educational TV station filmed the series and aired it on numerous occasions. They also distributed it to Texas affiliate television stations where the programs were also aired.

10. If funding was needed for the development and production of the mass media piece, how was it acquired?

Funding for the series' production came from the MGs' allotted budget for Speaker's Bureau presentations.

11. In addition to the above comments, describe any other involvement the Master Gardener organization had in developing the mass media piece? Due to strong viewer interest, the first two segments of the series were later tailored for use in a Children's Plant Workshop.

Implementation (65 points)

12. Is this a regularly occurring mass media piece? If yes, how frequently is it produced? Yes, it is regularly occurring.
- The horticultural segment is a weekly program presented by the Extension agent.
 - The series that MGs helped to produce was the first of its kind. Previous programs featured the station's producer as host and the Extension agent as the guest. In the MG mass media series, the Extension agent acted as the host with MGs as guests.
 - During a dialogue between the Extension agent and the MGs, various materials were used to demonstrate and explain the procedures of plant propagation and vermiculture.

13. How and where was the mass media piece distributed?

The program was shown on the local educational TV station, G.E.A. Channel 7, for several weeks and at different times of the day. The program was picked up by other educational TV stations in Texas and shown several times, broadening the audience several times over.

14. How many copies of the mass media piece were distributed? One.

15. Is this a regularly occurring (weekly, monthly) mass media piece, or a one time publication?

The two programs in the educational series were shown for several days and at different times of the day.

Evaluation (35 points)

16. How were the mass media piece and its impact evaluated? Since widespread interest in the mass media piece was expressed via phone calls and by individuals attending MG workshops, the Extension agent and MGs determined that it was beneficial to the community. By airing the programs on television, a large number of people interested in horticulture were reached at no cost to the viewers.

17. To what degree did the mass media piece meet the intended objective(s)?

- The easy-to-understand television format brought relevant horticultural information directly to home viewers.
- The dialogue and demonstrations illustrated the proper method of propagation and construction of a vermiculture.
- The audience was even greater than expected since other television stations aired the programs.
- Viewers learned about propagation and vermiculture from the practical, easy-to-follow dialogue, which was accompanied by demonstrations and illustrations.
- The educational information was easily accessible and free of charge.

18. Describe any plans to revise the mass media piece? How would this be funded?

The Extension agent and MGs have plans to expand the mass media project by developing more segments for the television series. The Vice President's position for 2007 is now divided into two offices in order to have one person work with member education and the other to develop more educational horticultural programs for the community, with mass media being one type. MGs will have a spring plant sale, which will provide funds for educational programs including mass media presentations.

19. Has this mass media piece won any previous TMGA awards? If yes, explain the changes that were made to this publication. No.

III. MASS MEDIA AWARD (250 Points)

Judges will assign these points based on how the entry itself compares to the other entries received in this category. Points will be based on the following considerations.

		Points Awarded	Possible Points
	Accuracy of information		55
	Usefulness to the intended audience		55
	Achievement of the entry's intended objectives		55
	Readability or Visual Appeal etc		60
	Editing		25
	TOTAL		250