



## Fort Valley State University Agricultural Communications 2018 State Report

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### OUR MISSION

The Agricultural Communications Department was created with the mission of providing educational and informational resources for the program leaders, program specialists, county program assistants and county agents. The mission also includes marketing and creating public awareness of the Cooperative Extension Program's activities and programs within its service area and across the state as determined by the Extension administration and dean of the College of Agriculture. In addition, the university also promotes the impacts of the research scientists conducting experiments in the Stallworth Agriculture Research Station on campus.

### OUR PURPOSE

The purpose is to educate and inform clients on how to use research-based knowledge to improve their lives.

### Our Team

- 1 department head
- 1 graphic artist/ web designer
- 1 videographer
- 2 writers- research, extension
- 1 project manager/editor
- 2 print shop specialists

### The following tools are used to further our mission:

- *FOCUS magazine* (Extension impacts, news and educational tips)
- *agComplish magazine* (Highlighting FVSU Ag alumni and their contributions to agriculture)
- *FVSU Research Report* (FVSU Research Station accomplishments, success stories)
- Coverage of College and Extension events
- News releases
- County publications
- Displays, posters and exhibits
- Sunbelt Agricultural Exposition

- The Georgia National Fair
- Association of County Commissioners Georgia

## **2018 Highlights**

- Revised the annual Research Report, developed it into more of magazine than newsletter
- Increased our news coverage in the area of agricultural research
- Produced a new impact document highlighting our work in Extension
- Produced the 2018 FOCUS magazine highlighting impacts in Extension
- Executed the 36<sup>th</sup> annual Ham and Egg Breakfast – The Ham and Egg Breakfast is an annual legislative breakfast attended by state elected officials, alumni and the general public. We help with the promotion of the event by providing and soliciting media coverage Had approximately 180 guests, to include commissioners, legislators, state representatives, etc. - Anne Hazlett, assistant to the Secretary for Rural Development at the USDA, provided updates in agriculture.
- Executed the 41<sup>st</sup> annual Farm, Home and Ministers (FHM) conference- The FHM conference is an annual conference consisting of free breakout sessions about pertinent topics for the community to include: This year’s conference presented topics on: Specialty crops, the Opioid Crisis, health, wellness and nutrition demonstrations, drone and solar power demonstrations etc. Approximately 205 people from the community attended. Our county agents and 4-H staff present a Farm Family of the Year Award, 4-H Family of the Year Award, and the Family and Consumer Sciences Family of the Year Award. The FFA also present a scholarship.
- Attended the annual Association of County Commissioners Georgia (ACCG) Convention in Savannah. We engaged elected commissioners with Extension programming to promote in their counties throughout the state.
- Participate in the 2018 Georgia National Fair- Display two exhibits- Sheep and Goat Story- Extension highlights
- Participate in the 2018 Sunbelt Agricultural Exposition- Attend and prepare for the three day Ag expo exhibiting out work in Extension and Agricultural Research in Moultrie, Georgia.

## **Social Media 2018**

- Approximately 237 post to social media sites Facebook and Twitter as of 8/1/2018
- Trained additional staff to increase social media use.

## **Recognition -2018**

- Approximately 59 news releases distributed to more than 12 Georgia newspapers, broadcast news affiliates and FVSU Marketing Communications.
- Featured in the Fresh from the Field newsletter seven times between October 2017- August 2018. Fresh from the Field is a weekly newsletter showcasing transformative impacts made by grantees supported by the National Institute of Food and Agriculture.

