

COOPERATIVE
EXTENSION
SERVICE



College of Agriculture,
Food and Environment

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EXTENDING KNOWLEDGE *Changing Lives*



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Warren County Extension Agents introduce southern Kentucky residents to local farm operations. Those businesses who have participated in the Warren County Extension television segments have reported increased sales of 10% to 30% following the interviews.

When you support Extension, television viewers receive accurate information as they make decisions related to health, finance, lifestyle and business.

Extension Reaches New Audiences through Television

Extension agents and specialists appear regularly on television network affiliates and cable programs with research-based information promoting Kentucky agriculture, community and leadership development, and family and consumer sciences.



UK Extension agents and specialists made over 43 million indirect contacts during 2015 through television, radio, and social media.

Kentucky Extension Reporting System

The fast and busy pace of the Kentucky lifestyle makes traditional Extension programming a challenge. Extension agents and specialists have teamed up with their local television stations to introduce people to the UK Extension Service, provide research based information, and present the wide variety of programs and resources available in their counties.

The **Warren County** Extension Agriculture and Natural Resources Agent works with the Family and Consumer Sciences Agent to coordinate four different television programs each month, a weekly radio talk show and a feature article in a monthly magazine. *Kentucky Farms*, *Kentucky Flavor Project* is a campaign to increase awareness of agriculture, enhance the local food economy and advertise specialty crops. Over 27,000 Southern Kentucky residents were introduced to local agricultural producers and their specialty crops, provided nutrition information and observed a recipe demonstration monthly. More than 6,000 additional people access the programs or information through social media (YouTube and Facebook). Following the Extension interviews, featured businesses have reported increased sales of between 10% and 30%.

The **Allen County** Family and Consumer Sciences agent promotes Kentucky agricultural commodities by demonstrating *Plate It Up! Kentucky Proud* recipes monthly. These segments are aired on NCTV (Tennessee) and posted on social media, reaching an estimated 15,000 households. In addition, a 27 minute program, *Family Lifestyles*, is aired multiple times each week on WPBM, a cable channel reaching 50,000 households in southern Kentucky and Northern Tennessee. Examples of program topics include: financial management, health and nutrition, home environment, family development, and leadership.

Henderson County Extension staff appear regularly on both the NBC affiliate in Evansville, Indiana with financial management tips as well as local cable access with *Ag Life* discussing local agriculture and nutrition. The weekly shows reach an estimated 100,000 people in western Kentucky and southern Indiana.

In 2015, agents and specialists in **central and**



Daniel Wilson, Agriculture and Natural Resources Agent from Wolfe County, explains the additional amount of feed needed for livestock during winter weather during an interview on the ABC affiliate in Lexington, Kentucky.



Chris Duncan, Oldham County Family and Consumer Sciences Agent, conducts cooking demonstrations aired on Oldham Fiscal Court cable channel and posted on YouTube.

eastern Kentucky reached approximately 33,000 viewers each time they appeared on Lexington's ABC and CBS affiliate programs. Ninety segments appeared throughout the year on topics ranging from livestock care, local foods and nutrition, gardening, financial management, energy management, employment training, health and physical activity, family development, and youth leadership development.

UK Extension is dedicated to providing accurate information to all Kentucky residents. In addition, UK College of Agriculture, Food and Environment Communications staff produce and distribute news and educational programs to television stations across Kentucky and are accessible through websites and social media.