

# Using Local Government Video to Educate and Influence Multiple Audiences

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Oklahoma State University  
2012 NACDEP Conference

# Motivation for Video

- Video Popularity
- Audience Ignorance
- Expressed Need
  - Accurate, Authentic, Concise, Interesting
- Recognized Need
- Opportunity

# Funding, \$10,000 +

- Internal, Competitive OK Extension Grant, \$5,000
- Matching Funds
  - County Officers and Deputies Association, \$2,000
  - Association of County Commissioners, \$2,000
  - OSU County Training Program, \$500 + labor & mgmt
  - OSU Ag Communications Department, labor

# Cast of Characters

- County Training Program + Area Specialists + County Extension Directors, i.e. Extension Team, Identified & Recruited
  - 26 government officials
  - Representing 12 departments
  - From 15 counties
  - Narrator county commissioner

# Script and Interview

- Extension Team
  - Updated & edited old script
  - Wrote some new
  - Wrote interview questions
  - Sent interview questions in advance

# On Camera Interview

- Ag Communications
  - Drove to County Court Houses
  - Interviewed
  - Took Extra Footage
  - Edited Video
  - Met Narrator at Sound Studio
  - Worked with Team to edit and polish

# Product, April 2011

- DVD with 3 Videos and 4 Publications
- Videos
  - Elected Officials, 17 minutes
  - Boards and Non-Elected, 14 minutes
  - Combined "Full Version," 29 minutes
- Publications
  - Duties, Elected
  - Duties, Non-Elected & Boards
  - Ad Valorem Taxes
  - Role of County Officials in Economic Development

# Impact

- Sept. 2010, Video 1, Statewide Conference of County Officers and Deputies Association
  - Immediate, strong approval and requests for completed product
- County Clerks annual conference
- County Commissioners orientation
- Sept. 2011, Video 2, Statewide CODA Conf.
- Requests of more DVDs, [web links](#), permission to imbed, how to download, ...



# Impact

- Public Schools
- Civic Clubs
- Orientation of Legislators

# Conclusions/Speculations

- Video is in Demand
- Targeting Multiple Audiences Expands Impact
- Valuable Educational Materials tend to be Funded
- Including the Audience in Production Enhances the Level of Interest
- Maintaining Extension's Role as Unbiased Educator Provides Credibility
- Teamwork Makes a Big Project Manageable

# Team Members

- Brad Tipton, Canadian County Extension Director
- Ann Embree, Extension Local Government Specialist
- Suzanne Spears, Extension Local Government Specialist
- Judy Rudin, Extension Communications Specialist
- Sherri Schieffer, Extension Local Government Specialist
- Craig Woods, Senior TV Producer/Director, Ag Communications
- Stan Ralstin, Area Rural Development Specialist
- Jack Frye, Area Rural Development Specialist
- Notie Lansford, Extension Economist and Program Leader