Multi-Media Opportunities for Promoting Rain Gardens

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New Cooperative Extension Center

- All natural heating and cooling system
- Constructed from all natural materials
- Room for 15!
Funding Issues in New Jersey!

- May impact all programs at Rutgers and NJAES.
- Greatly appreciate the efforts of Extension Specialist like Chris Obropta to help raise critical funds.
How does he do it?
Models for encouraging behavioral change!
Extension Model

- Needs assessment of critical issues
- Utilize research-based information to address issue
- Creating practical information for a target audience
- Raising awareness of the importance of an issue
- Encouraging behavioral change
- Measuring impact – actual behavioral change
- Reporting results
Why do you need media tools?

- Expand number of clientele reached
- Repeated use of products
- Documentation of activities
- Encourage good horticultural practices
- Encourage environmental stewardship
- Enhance program support
Getting Media Attention

- Creative and interesting topics and titles,
- Hot issues
- Timely issues
- Service and response to community needs and issues
Media Experience

- If Plants Could Talk TV series on NJN PBS – 2000-
- Cable Access Programs
- Newspaper articles
- Radio
- Interviews
If Plants Could Talk TV Series

- 22 TV Programs Produced and Aired
- NJN PBS – All of NJ and Parts of PA, CT, DE and NY
- Broadcast, Cable and Satellite
- Public Access Stations – JAG – Jersey Access Group
IPCT Web Site

- 17 million hits
- Streaming Video Clips
- Slide Shows – Flash
- Fact Sheets
- Virtual Tours
- Weekly ‘Plant Talk’ Newspaper Articles Update
- List of Gardens and Pick Your Own Farms
- Web Trends Data Analysis
If Plants Could Talk features gardening tips from local university experts, successful farmers, master gardeners, and many other plant experts. Topics include new and interesting plant varieties, safe and effective pest control, step-by-step cultural tips for landscape and garden, and advice to local farms, arboretums, and backyard gardens.

NJN broadcasts over Channels 23 (Camden), 50 (Mount Laurel), 52 (Trenton), 58 (New Brunswick) and all New Jersey cable systems. If you're not sure which channel your local cable company or satellite distributor designated for NJN then click here.

Plant Talk

Now is the best time to plant fall bulbs. Follow these tips to ensure a successful planting:

- Choose healthy bulbs that are firm, plump, and uniform in size.
- Plant bulbs at the proper depth and spacing.
- Water the bulbs immediately after planting.
- Mulch the bulbs to help retain moisture and control weeds.
- Protect the bulbs from rodents and pests.

Gardeners can check the Rutgers Cooperative Extension of Camden County for additional tips and information on planting fall bulbs.
Educational DVD’s / CD’s

- Slide Shows
- Video clips and segments
- Fact Sheets
- Activity sheets
- Product can be modified by instructor
Promotional Cycle for Awareness and Behavioral Change

- Get Their Attention - Capture Target Audience
  “Commercial” - Television, Radio, Newspaper

- Motivate to Action – emotions, financial, good nature, survival “Do the right thing”

- Provide more detail - Guide them to a website or extension office
Partnerships with Other Organizations

- Cooperative events can attract diverse media. Help each other with promotion.

- Share the limelight for the benefit of the cause.

- County fairs, environmental orgs, garden clubs, school and church projects.
Media Products Can Diversify and Enhance Outreach and Impact

- Local and Regional TV
- Radio
- Newspaper – local, regional – website enhanced content
- Libraries
- Websites
IPCT TV Program Introduction

- Connects program information to research
- Practical topics of interest to the public
IPCT Introduction
PSA’s for TV and Internet Use
How to clips to encourage adoption of biological control

- Use in any educational setting to enhance slide shows

- Use on websites

- Enhance current fact sheets –
  - “Video Fact Sheets”
Use of parasitic nematodes for grub control
Proposal for a Rain Garden
Educational DVD / CD

- Menu driven DVD and CD for easy capture and use by instructors
- 20 to 30 minute training video
- PSA’s 30 and 60 seconds for TV and Radio
- Video clips of all stages of development
  - Next best thing to hands-on
  - Specific to target audience – youth and adults
- Slide presentations
- Fact sheets, tools, activities
- Important resource links
Thank You!
Questions ???