

# The Southern Ohio Farm Show

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## Introduction

During the COVID-19 pandemic, all OSU Extension offices were closed to the public and Extension Educators were required to work from home for an extended period of time. Under normal circumstances, OSU Extension would host most of our programs using face-to-face-formats. Clientele relied heavily on our ability to offer large educational meetings across the state and appreciated our commitment to in-season farm visits. However, due to the sudden and complete loss of in-person meeting opportunities, educator-client relationships were severely suffering. Extension Educators in Brown, Clermont, and Highland Counties recognized that clientele were becoming disconnected from our Extension programming efforts but also struggling to stay informed on important agricultural and community issues affecting southern Ohio residents.

## Response

In response, we created the Southern Ohio Farm Show (SOFS), with the goal of publishing weekly, educational videos that viewers could find on our Extension Facebook and YouTube pages or watch live on Zoom webinars. Shortly after its release our show was picked up by local TV access channels in Adams, Brown, Clermont, and Highland Counties. Our show features 30-minute episodes, that include multiple topics aimed at fulfilling the OSU Extension mission in our southern Ohio region, by helping our communities explore scientific-based information through an entirely new format.



**Figure 1: An image of a self-propelled sprayer from our show's introduction.**

## Approach

The Southern Ohio Farm Show utilizes a wide variety of teaching methods and we include contributions from educators within all OSU Extension program areas including, Agriculture and Natural Resources, Community Development, 4-H Youth Development, Family Consumer Sciences, Master Gardener Volunteers, and SNAP Education. Speakers and presenters have expanded beyond educators to involve 4-H youth, community members, local business owners, and staff from other departments within The Ohio State University.

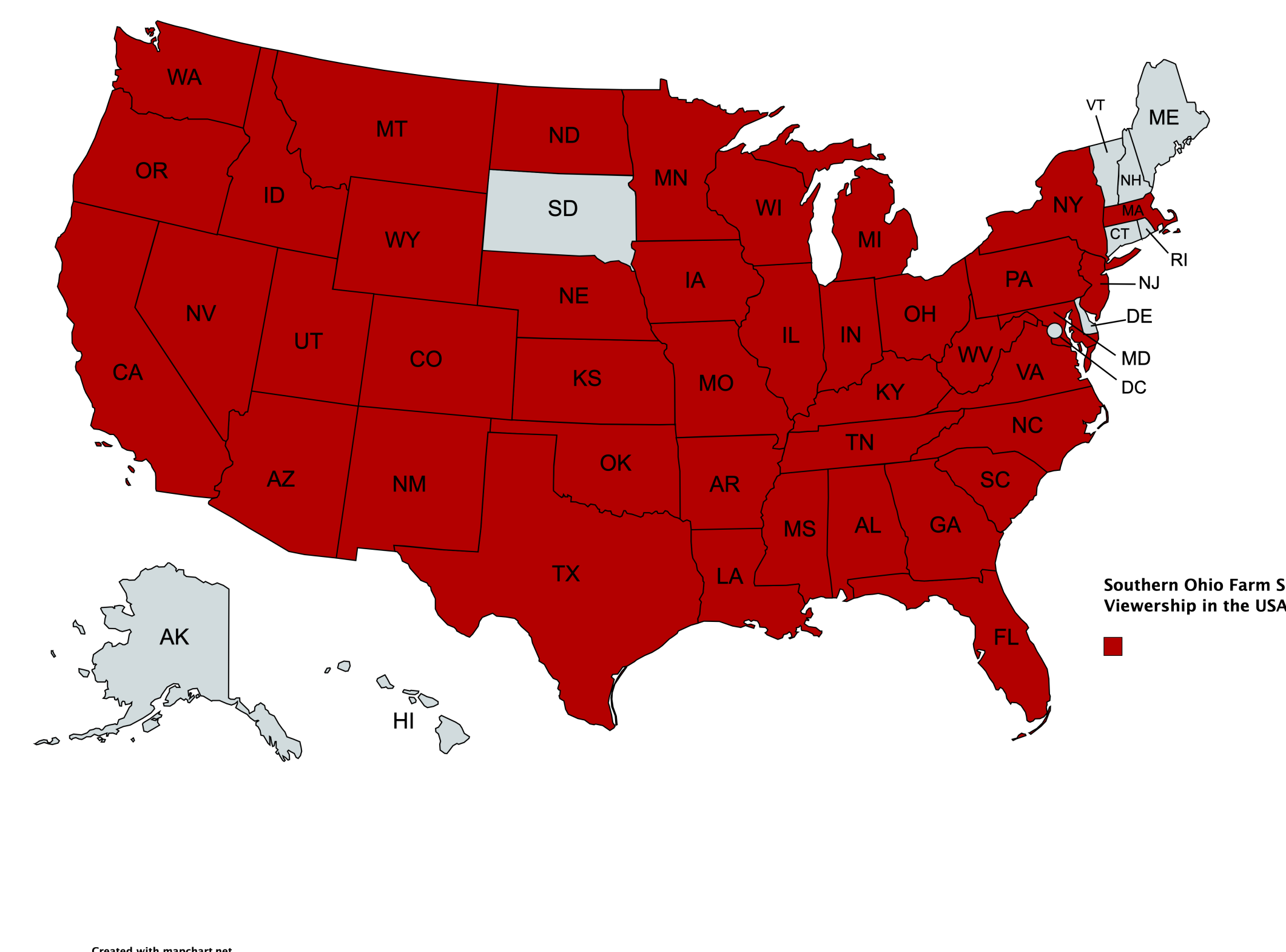
We record educational videos using several different approaches including interviews, in-field reports, on-farm demonstrations, animated videos, hands-on activities, and power points. Publishing episodes that utilize a variety of teaching methods enables us to effectively reach diverse audiences and hold viewers' attention. It is important that we consider the differences in ages, education levels, and interests when publishing videos so that we can ensure we are delivering impactful educational material to all clientele.

Topics and segments for episodes are selected based on the season and timeliness of the subject matter. For example, we provide cooking demonstrations during the holidays, crop reports throughout the growing season, updates on important Extension and government programs, and much more.

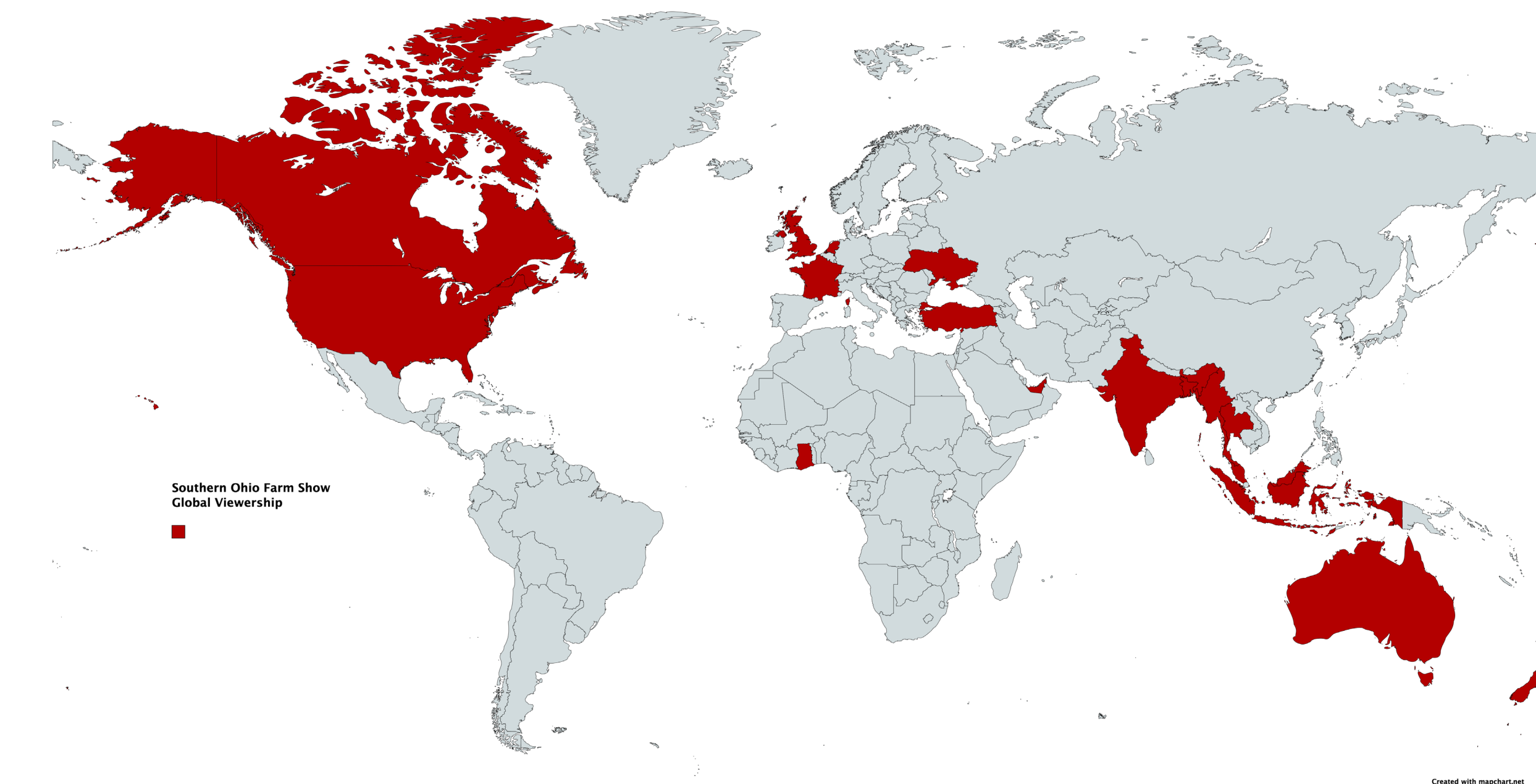
## Impact

Since April 29, 2020 we have now released 49 episodes with an average of more than 1,868 views per episode and over 85,000 total views.

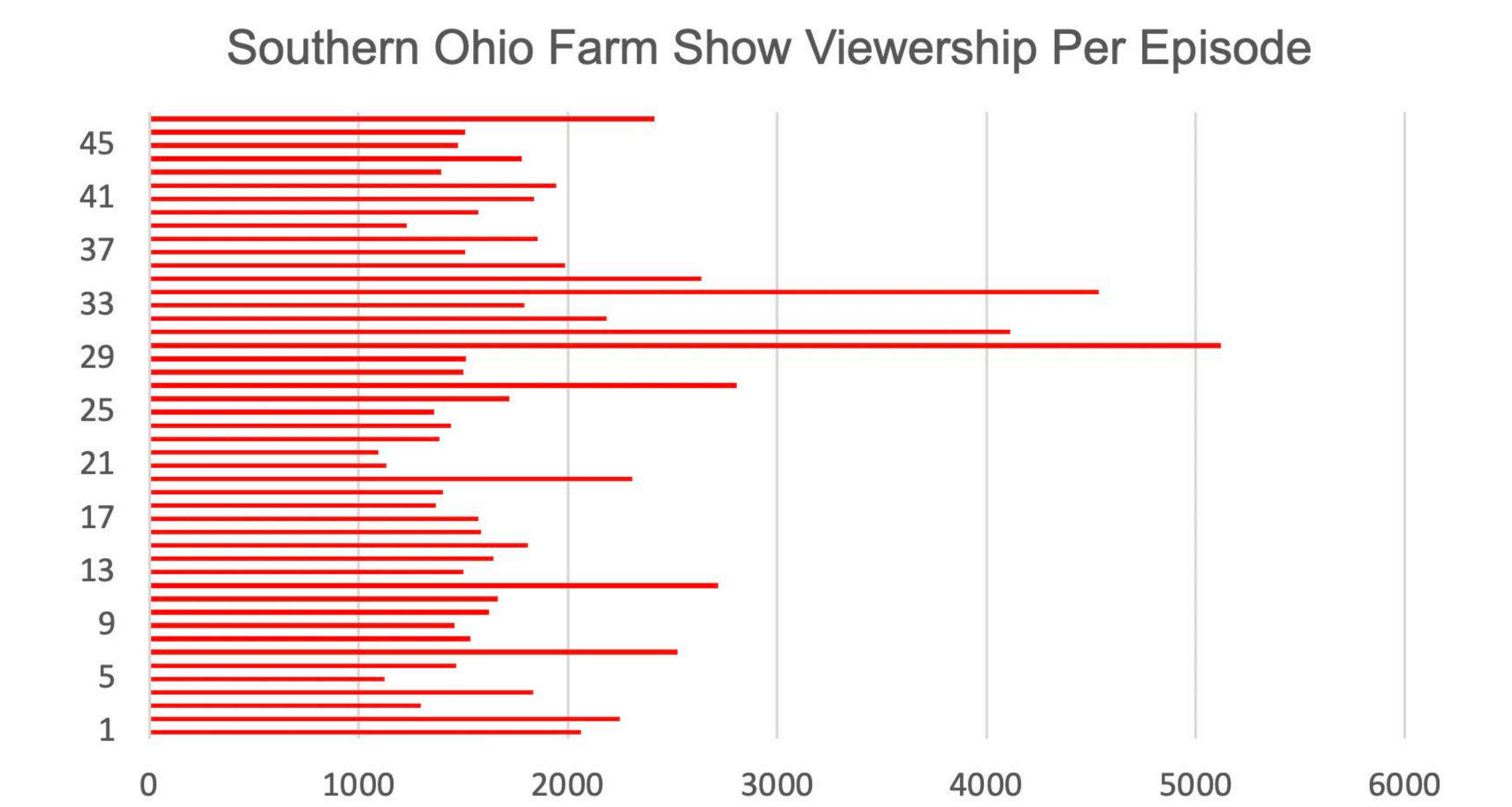
Our audience expanded far beyond our original goal as we now have viewers from 40 U.S. states with the highest percentage coming from Ohio, Florida, Kentucky, Indiana, Mississippi, and Texas. We have also gained viewership from 17 different countries. Analytics have shown that women are the most frequent viewers at 62.45%, ages 25-34 is the top age range. Male viewership has ages tied at 25-34 and 55-64.



**Figure 2: Shown above is a map demonstrating the number of U.S. states that we have received views from. Each red state represents a state have recorded viewership.**



**Figure 3: The countries highlighted in red represent those that we have recorded views from.**

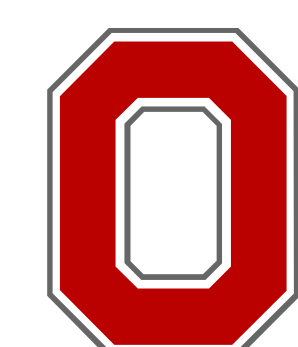


**Figure 4: This chart outlines our viewership per episode from each of our 49 episodes.**

## Conclusions

The Southern Ohio Farm Show has been a tremendous resource for helping OSU Extension Educators stay connected with our communities during times of social distancing. This show has also created an entirely new way for community members to get involved with OSU Extension. Overall awareness of OSU Extension has also greatly increased as a result of this show.

The success of this program is due to the number of platforms the program is promoted through. Collectively, this strategy has a broad reach, and viewers can watch the show when it is convenient for them. Social media analytics and viewer feedback indicate that programming in the SOFS style is sustainable and needed for Extension education now and into the future.



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## ACKNOWLEDGEMENTS

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**BROWN, CLERMONT, AND HIGHLAND COUNTY OSU EXTENSION**