

Cultivating Communities

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Goal Statement

The purpose of the *Cultivating Communities* television program is to educate consumers on how their food, fiber, and fuel are grown and raised, where they can purchase locally grown food, and how Extension plays a vital role in helping farmers increase the profitability and sustainability of their operations.



Results

For Season 1, we filmed 8 episodes in 8 different counties. Each episode reaches over 16,000 households on 3 different television providers in 16 Middle Tennessee Counties. Total social media and television views for the 8 episodes of Season 1 is estimated to be over 160,000. Viewers have reacted positively to the show and the stations have asked us to do another season in 2022. Comments submitted to our television partners by their viewers, as well as on social media, indicate that we are reaching our objectives and raising awareness of both the farmers in the region and the Extension Agents who serve them.

Teaching Methods

We work with a different county Extension Agent each month to highlight farmers and Extension programs in their county. Interviews and footage are filmed in the county we are highlighting and then edited in the Extension office and sent to our television partners. We have a partnership with 3 different telecommunications companies in Middle Tennessee which air the episodes multiple times each month. Episodes are also posted on the Smith County Extension Facebook and YouTube pages.



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