

COMMUNICATIONS DIVISION

"The Basis of All Wealth is Agriculture"



*The Communications Division functions as the vehicle to broadcast all WVDA news and information in a timely manner. The Division is also active in educational programs that help our state's young people appreciate our fragile food supply. By working cooperatively with all other WVDA divisions, Communications promotes the WVDA through the publication of the long-running agriculture publication, *The Market Bulletin*, the website and the monthly television show, *Today in Agriculture*.*

In 2008, the Communications Division continued to highlight issues facing the agriculture industry, such as the discovery of Emerald Ash Borer (EAB) in southern West Virginia, the movement towards buying locally-grown food, the energy crisis facing the poultry industry and numerous food recalls. Articles in the *Market Bulletin* and segments on "Today in Agriculture" shared these stories with thousands of West Virginians.

The Market Bulletin remains a critical tool to the agriculture industry as a reliable, relevant source of news, information and farm-related classified advertising. *The Market Bulletin* is in its 91st year of production and maintains a mailing list of 60,000, as well as a growing electronic mailing list. Subscription to the *Market Bulletin* is free to West Virginia residents and there is only a nominal fee for out-of-state subscribers.

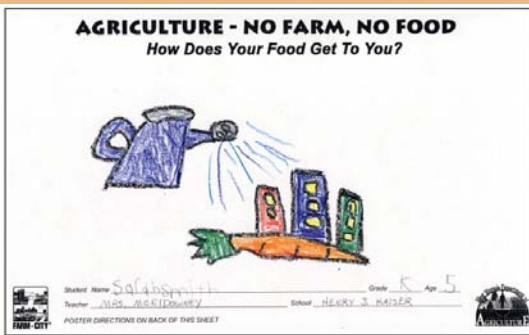
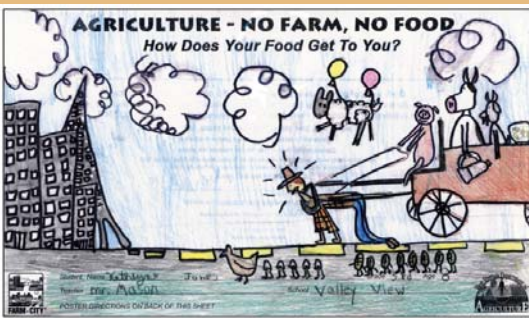
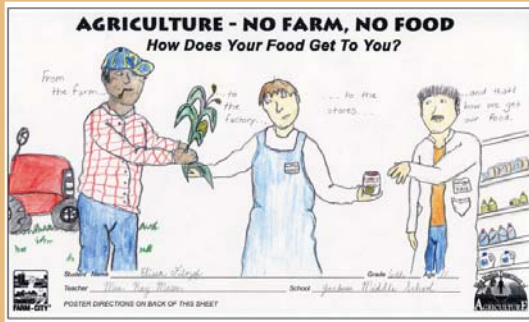
"Today in Agriculture" goes to the field to bring viewers a wide variety broad-interest agriculture stories from throughout West Virginia. The show has a potential audience of more than 500,000 people in West Virginia. The program is filmed, edited, produced and hosted by Communications' and Executive staff members, and is taped live and distributed by staff of the Library Television Network at the State Cultural Center television studio. It is also available online at www.wvlc.lib.wv.us/html/videoserver/ltn/index_ltn.html.

Division staff members also continued to hone their skills in video production, working on several multi-media projects and logo redesigns. The grant-funded video equipment is also used to produce promotional and training videos for the Department. All production is done in-house, saving the state tens of thousands of dollars compared to the cost of commercial video production.

The WVDA website is used frequently by local journalists for news releases, by West Virginia producers for grant applications and information and by many as a place to view the *Market Bulletin* online and order literature produced by the Communications Division. This "one-stop shopping" mentality is the goal for the design and function of the website.



Farm-City Week Poster Contest Winners



Top to bottom: First-place winners in grades 5-6, 3-4 and K-2.

Staff works to have information timely, relevant, easy-to-find and quick-to-view. Updates are ongoing for new designs of specific WVDA Division pages.

Two events were conducted during the past year to improve the agricultural literacy of West Virginia's schoolchildren. A National Farm-City Week poster contest themed "No Farm, No Food – How Does Your Food Get to You" drew hundreds of entries. During National Agriculture Week, WVDA staff visited elementary schools in West Virginia and provided a variety of educational activities ranging from Agriculture Jeopardy to a Bug Safari to a Hand-washing Station. Each activity provided students hands-on education and information about the WVDA and agriculture.

Substantial savings have also been realized on production of *The Market Bulletin* through electronic subscriptions and improved mailing methods. Communications produced a postage savings of \$ 280,980 for the fiscal year.

BREAKDOWN OF DIVISION SUPPORT REQUESTS

