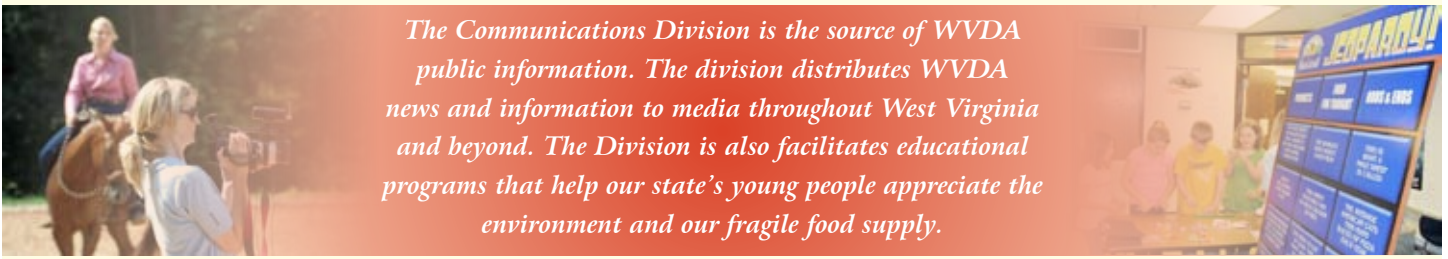


COMMUNICATIONS



The Communications Division is the source of WVDA public information. The division distributes WVDA news and information to media throughout West Virginia and beyond. The Division is also facilitates educational programs that help our state's young people appreciate the environment and our fragile food supply.

Working cooperatively with all other WVDA divisions, Communications promotes the Department through *The Market Bulletin* (read by more than 53,000 subscribers), the WVDA's website, www.wvagriculture.org, and a monthly television show, *Today in Agriculture*.

In 2009, the Communications Division continued to draw attention to numerous issues related to agriculture, the environment and local food. News releases, articles in *The Market Bulletin* and segments on "Today in Agriculture" shared a variety of these stories with thousands of West Virginians.

The Market Bulletin remains critical to the agriculture industry as a reliable, relevant source of news, information and farm-related classified advertising. The *Bulletin* is in its 92nd year of production and maintains a mailing list and e-subscription list of over 53,000. Subscription to the *Bulletin* is free

to West Virginia residents and there is only a nominal fee for out-of-state subscribers. Substantial savings have been realized on production of the *Bulletin* through e-subscriptions and improved mailing methods.

"Today in Agriculture" brings viewers a wide variety of broad-interest agriculture stories from throughout West Virginia. The show has a potential audience of more than



500,000 people in West Virginia. It is filmed, edited, produced and hosted by Communications staff, and is taped live and distributed

by Library Television Network staff at the State Cultural Center television studio.

Episodes featured segments on coyote control pro-

grams available to the state's livestock producers, the state's inaugural Horse Expo in Lewisburg, fresh West Virginia produce being used at the Martinsburg VA Hospital, a WVDA-sponsored open house at the West Virginia Children's Home in Elkins, and an extensive look at the poultry and environmental laboratories at the WVDA's regional office in Moorefield.

Publications developed by Communications Division are tremendously popular at public events.



Electronic versions of many WVDA publications are also available on the WVDA website at www.wvagriculture.org/Available%20Publications/available_pubs.html



All video production is done in-house and staff members have been cross-trained to operate as field reporters, saving the state tens of thousands of dollars compared to the cost of commercial video production and providing greater organizational flexibility for the Division.

The WVDA website remains the cornerstone of the WVDA's communication efforts. It is designed to be the definitive, "one-stop" source for information on agriculture in the Mountain State.

Journalists and citizens can access a full archive of news releases and *Market Bulletins* from the site, as

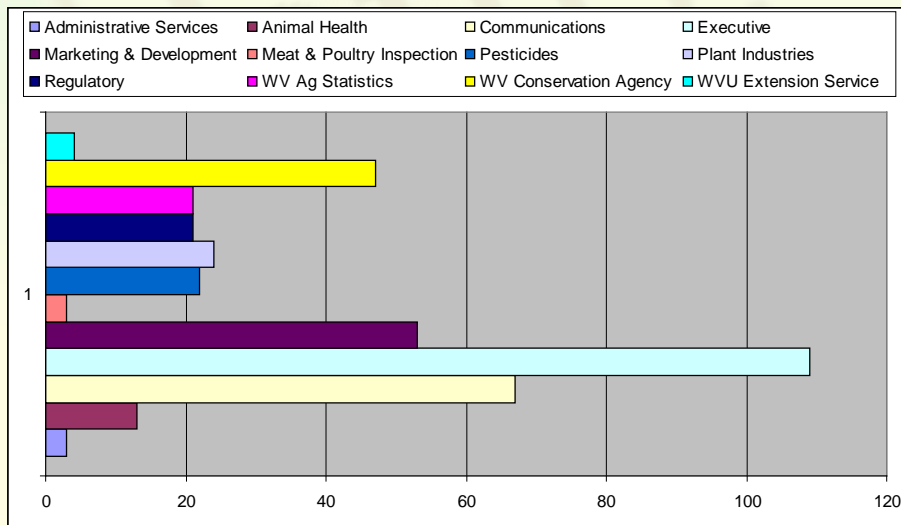
well as in-depth information on the WVDA's divisions and activities. The site also contains WVDA's brochures and educational booklets in downloadable form, or allows individuals to order copies online. Updates on divisional pages are ongoing.

Two events were conducted during the past year to improve the agricultural literacy of West Virginia's school-children. A National Farm-City Week poster contest themed "No Farm, No Food" 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.

Communications Division staff also participated in emergency response training and exercises, including a session on vulnerability of the country's food supply to intentional contamination.

BREAKDOWN OF DIVISION SUPPORT REQUESTS



A National Farm-City Week poster contest themed "No Farm, No Food" drew hundreds of entries.

Left to right: Winners from the K-2, 3-4 and 5-6 grade categories.

