

Life as a Farmer: Learning Social Media

The life of a farmer is a daily adventure that many of us never get to experience. Your story is as unique as the crops you sow, the cattle you raise, the fences you mend, and the triumphs and tragedies that you have experienced. WCTE thanks you for being willing to share your life with our viewers. We promise to support you in this endeavor with equipment (Flip Camera), a class, and resources that are available to us. (TTU Media lab, contact person, online video tutorials, trouble shooting assistance.)

March 24, 2011 – Initial 4 hour training session TTU 4 – 8 pm

May 2, 2011 – Training session- 1 hour

September 6, 2011 - Final Class - 1 hour

Computer Lab hours of operation open for farmers use: Open twice weekly from 4-6pm Tuesday and Thursday.

Introductions:

Mark Shuart – Technical Trainer – mshuart@wcte.org 931-284-9129

Erica Duarte – WCTE Project Manager – eduarte@wcte.org 931-528-2222 ext 214

Cindy Putman – WCTE Educational Outreach – cputman@wcte.org

Pamela Bartholomew – Agritourism Marketing Specialist Tennessee Department of Agriculture
Pamela.Bartholomew@tn.gov 615-837-5348

WCTE's goal is to create a portable model that could easily be replicated by other PBS Stations and Individuals.

Deliverables:

All participants are required to sign an agreement if for some reason you are unable to complete this project all materials must be returned to WCTE and WCTE will require a written notification of your with-drawl from the program.

- Each Farmer will be required to upload a minimum of 10 video segments during the class timeframe (March 24, 2011- November 7, 2011.)
- Each Farmer will be required to come to all 4 scheduled classes.
- Each Farmer will be required to complete a pre workshop survey and a post workshop survey.

If for some reason you can not complete the class please send written notice to Erica Duarte at eduarte@wcte.org or attn. Erica Duarte at P.O. Box 2040 Cookeville, TN, 38502

\

WCTE LIFE AS A FARMER PROJECT AGREEMENT

THIS PROJECT AGREEMENT AND STATEMENT OF WORK is entered into by and between the undersigned Project Participant and Service Provider as of the Effective Date. This Agreement is made in pursuance of the Project described herein, on the marketplace for services owned by the Upper Cumberland Broadcast Council - WCTE at the domain and sub-domains of www.wcte.org. If for any reason the Project Participant is unable to complete the Project Deliverables, the Project Participant will be required to notify WCTE in writing and return all project equipment (video recording devise) to WCTE. This is a free and voluntary project no compensation will be given or received. Once all deliverables are met in the given timeframe each participant will be free to keep the video recording devise obtained by participating in the Life as a Farmer project.

The "Project Participant" is:

Name: _____

Address: _____

Phone Number: _____

Email: _____

The "Service Provider" is:

The Upper Cumberland Broadcast Council – WCTE
P.O. Box 2040
Cookeville, TN 38502
931-528-2222
www.wcte.org

The "Project Deliverable" are:

- Each Farmer will be required to upload a minimum of 10 video segments during the class timeframe (March 1, 2011- November 7, 2011.) This timeframe allows the farmers to upload a 3-10 minute video each month.
- Each Farmer will be required to come to all 4 scheduled classes.
- Each Farmer will be required to complete a pre workshop survey and a post workshop survey.

Project Participant: _____ Date: _____

Pre - Survey

Do you have a You Tube Account?

Do you have a Facebook Account?

Do you have a Twitter Account?

Have you ever heard the term Social Media?

Do you know what Social Media means? Please explain your thought.

Has your farm used the internet to promote what you sell? If so please explain.

Post - Survey

Do you have a better Understanding of the term Social Media? If yes please explain

Have you learned anything about farming techniques through the social networks?

Do you see this as being useful in the future? Please explain.

Do you understand how to use the materials presented in this class?

Was the information presented in an easy to understand method?

What was beneficial about this class?

What would you change about this class?