

# A College Collaboration: Connecting a College Communications Team with an Agricultural Communications Course to Create Content

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### Introduction /Need for Innovation

-Organizations have started to create and share their own videos regarding news, updates, and information to social media content sharing sites (Pew Research Center, 2014).

-Not surprisingly, public opinion on agriculture and natural resource issues have become more polarized, even though the public knows very little about agriculture and natural resources (Hamilton, 2004).

-In response, academic stakeholders often strategically partner up with other stakeholders to create collaborations to better disseminate their information and to better inform the public (Qu, Irani, & Lindsey, 2018).

### How It Works

-After finishing lessons on industry advocacy, students enrolled in an agricultural communications course created a list of common misunderstandings in agriculture they wanted to address.

-Students decided they wanted to create a two-minute video to be posted on social media and reached out to the College of Agricultural Sciences (CAS) communications team for help.

-Instructor reserved one of the college's conference rooms for the video to take place in. The students each came up with their own script and two professional team members filmed the students.



In a snapshot...

Partnering with our college's communications team allowed our students to have a platform and provided content for the college.

### Results to Date/Implications

-As of July 1st, 2019, the video posted on the college Facebook page had 4.7K views, 86 Facebook "likes" and 6 Facebook "love" reactions with 86 shares

-Majority of students said they enjoyed having a platform provided for them to use their voice to advocate for the industry. They also noted they appreciated how high quality and professional the video turned out

### Future Plans/ Advice to Others

-The CAS team enjoyed the opportunity to connect with students within the college they manage communications for and to highlight their work.

-Partnering with our college's communications team allowed for students to have a designated platform that had an existing following to advocate for agriculture.

-We plan to continue to partner with the CAS on ag comm assignments/projects.

### Costs/Resources Needed

-Partnering with the OSU CAS communications team alleviated video production costs which at OSU can cost anywhere between \$2,000-\$3,000 for a short video.

-In order to produce the video in a timely fashion, an outside student video editor was hired for \$50 to compile the students' recordings together with cut transitions accompanied by music.

### References

-Hamilton, N. (2004). Essay - food democracy and the future of American values. *Drake Journal of Agricultural Law*, 9(1), 9-31. Retrieved from <http://heinonline.org/HOL/Page?handle=hein.journals/dragl9&div=8&sent=1&collection=journals>

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