

Live on Livestock! Hosting an Agricultural Preparedness Training for Emergency Responders using Mock Broadcasts

INTRODUCTION

Videography is a powerful tool for visual and audio communication, enhancing understanding and retention by engaging multimedia, sensory memory, and working memory (Mayer, 2005; Stenzler & Eckert, 1996). In emergency response training, mock videos and realistic scenarios help individuals retain key techniques. Effective disaster response involves engaged partnerships, tiered response, adaptable operations, unified command, and readiness to act (U.S. DHS, 2025). To support this, we created five mock videos for an Agricultural Preparedness Training (APT) to raise awareness of agriculture's role in crises and to aid criminal investigations through improved agricultural literacy (Irlbeck, 2023).

OBJECTIVE

The purpose of APT was to provide agricultural preparedness training for law enforcement personnel, Federal Bureau of Investigation (FBI) officers, emergency managers, Extension agents, and agricultural educators while using mock broadcasts to enhance learning.

COST & RESOURCES

We used a DJI Osmo Pocket 3 camera when capturing the field recordings and a Canon XA15 camcorder in the NMSU studio. Associated media equipment, such as a camera, a microphone, and editing software, will be necessary to create videos, as well as a script/wireframe and actors for a mock scenario. A backdrop and AV equipment are also needed to display the videos with audio to the live audience.

HOW IT WORKS

Due to the agricultural industry's complexity, responding to emergencies requires thorough knowledge of the sector and its stakeholders. To start APT, we held a four-hour mock crime scene at a state youth livestock show, beginning with animal deaths from suspected criminal intent. The scenario expanded to include botulism, zoonotic risks, and a contaminated water source. Actors offered clues, while news broadcasts guided the investigation's timing.

Table 1

Summary of News Segments in Mock Crime Scene

- Video 1: Introduction of Scenario and Event
- Video 2: Quarantined Livestock Animals and Inflated Tension through Social Media Posts
- Video 3: Raised Concerns for Possible Botulism
- Video 4: Raised Concerns for Potential Zoonotic Elements
- Video 5: Raised Awareness of Animals Passing from Infected Water Source at Local Ranch

Note. Each video contained multiple actors and news anchors. These summaries are designed to illustrate the overall role of the video in the mock crime scene.

RESULTS TO DATE

The team of subject matter experts expressed their appreciation for the introduction of agricultural concepts via media sources, which improved literacy of the participants when conducting the crime scene. Other participants stated they enjoyed the real-world feel of the videos and their ability to break up the monotony of the investigation.

IMPORTANT! When creating a scenario, ensure it is relevant to the audience and adjust specific jargon. We learned the importance of not using agricultural terms that were too scientific.

CONCLUSION

It involved hands-on and application-based instruction utilizing visual communication to enhance the experience. As a result, we recommend incorporating a broad team to leverage multiple subject matter experts if designing a separate hypothetical scenario.

Check out the clips!



ANALYSIS

The crime scene planning team included experts from veterinary medicine, law enforcement, federal agencies, NMDA, emergency management, Extension, education, and agricultural communication. Mock emergency broadcast videos introduced crime scene elements, highlighted media impact during crises, and showed how quickly misinformation can spread. The videos aimed to enhance realism, context, and retention (Mayer, 2014).

AUTHORS

Molinar, N., Brock, A., Norris-Parish, S., Wilson, M., Dean, T., Hanosh, T., Giever, D., Williams, J., Norris, W., & Roberts-Hill, L.

AFFILIATIONS

New Mexico State University (NMSU)
New Mexico Department of Agriculture (NMDA)
Texas A&M University
Texas Tech University

