

Arizona Iceberg Lettuce Research Council

Project Title and Agreement Number	Lettuce IPM Videos: A Day in the Life of A PCA: IPM Training Video (AILRC 22-08)
Project Timeline	September 1, 2021 through August 31, 2022
Principle Investigator	Mr. Robert Masson, University of Arizona
Cooperating Investigator	Dr. John Palumbo, University of Arizona
Fixed Price	\$5,140.00

Executive Summary:

With funding from the AILRC we were able to create an online on-demand Pest Control Advisor (PCA) training video focused on identifying and treating iceberg lettuce insect pests. We interviewed three PCAs (Alex Paez, Macey Keith, Gordon Goodwin) and UArizona Extension Entomology Specialist Dr. John Palumbo, as they discussed common insects seen in Yuma leafy green production in fall and winter. The video was 108 minutes in length and was converted into an online on-demand format that qualified for PCA continuing education units (CEUs) needed to maintain their license: CA-DPR 2.0 (other) & 0.5 (Aerial), AZDA 2.0, CCA 2.0 (IPM) hours. The interactive training video contained in-video 'choose your own adventure' questions that allowed viewers to see positive and negative outcomes to common situations; which we included to increase viewer attention and lesson retention. A \$20 enrollment fee was requested for processing and reporting. To date (3/31/23) there have been 28 people who have enrolled in the course. The course was later converted into a non-CEU format and made available to the public for free viewing on vimeo where it currently has views from 64 'unique viewers'. Both videos were advertised online via Yuma County Cooperative Extension (YCCE) bi-weekly newsletter, video homepage, and LinkedIn Page.

Discussion and Conclusion

The funding from this grant helped us develop our filming, editing, and advertising methods. Before this project we typically only recorded webinars and live lectures. This was our first attempt at making a movie production piece. We learned how to interview agricultural experts and convert their lessons into a fun, interactive, educational story. There were many challenges with shooting in a field location with busy industry professionals, but we were able to accommodate interviewee needs and capture inspiring content. We also lost our staff videographer to employment change, which further hampered the project for several months as we rehired. Future goals of this project is to increase viewership by taking the already made content and posting it to many different social media and online video streaming services (YouTube). We are also extracting 30-60 second educational soundbites to circulate on social media (LinkedIn), to further extend the value of the course lessons.

Weblinks:

- Link to CEU course video (requires free account): <https://campus.extension.org/course/view.php?id=2119>
- Link to Non-CEU online viewing (casual viewer): <https://vimeo.com/763463756/609a539eca>
- YCCE video library homepage: www.YumaExtension.com
- YCCE LinkedIn Page: <https://www.linkedin.com/company/89876489/>