

Background/research/situation analysis AG Day at Battle High School is an annual event designed to inspire agricultural literacy and foster student engagement through hands-on experiences and interactive exhibits. The event offers students from all backgrounds the opportunity to explore agricultural concepts, meet local agricultural professionals, and engage with members of the Future Farmers of America (FFA). Led by organizer Matt Praisewater and FFA president Hudson Murray, AG Day focuses on two central objectives: showcasing Supervised Agricultural Experience (SAE) projects and introducing students to agricultural education and career pathways. Students presented diverse projects, including beekeeping, livestock management, and forestry, while local organizations and colleges set up booths to educate students about agricultural programs and opportunities. Research shows that interactive and experiential learning fosters deeper engagement and better retention of complex concepts. AG Day aligns with this approach, encouraging curiosity and promoting a broader understanding of agriculture as a diverse and essential industry.

Goal To promote agricultural literacy and increase student engagement by providing interactive learning experiences and showcasing student-led agricultural projects..

Objective Share the Story (Create Awareness) Our video will capture the essence of AG Day, highlighting student-led presentations, interactive exhibits, and interviews with key organizers and participants. Featured stories will include Hudson Murray's forestry project, Elizabeth Wisdom's presentation on poultry care, and Matt Praisewaters reflections on the growth of the event over six years. The video will also showcase engaging moments, such as students interacting with livestock, learning about unique agricultural tools, and asking insightful questions. By sharing the video across CPSTV, social media, the district website, and newsletters, CPS will highlight the importance of agricultural education and the impact of experiential learning.

Key Messages Whats most important for audiences to know? Whats in it for them? Use your research to guide messages.

1. Hands-On Learning: AG Day provides real-world, interactive experiences that deepen student understanding of agriculture and related industries.
2. Agricultural Literacy: The event promotes awareness that agriculture extends beyond farming, connecting to diverse industries and career opportunities.
3. Student Leadership and Engagement: AG Day empowers students to share their passions and

projects, fostering leadership, communication, and educational growth. Strategies

1. Digital Storytelling: Produce high-quality video content including interviews with students and teachers that seamlessly blends event coverage with personal testimonials, ensuring the story is both engaging and informative.
2. Multi-Channel Distribution: Air the video on CPS-TV and promote it through internal newsletters and encourage attending schools to share the video on owned social media channels to maximize reach.
3. Engagement: Using the CPS-TV distribution platform, capture viewership information.

Evaluation Since airing on November 11, 2024, the viewing audience has watched the story 515 times. Additionally, it has been viewed 66 more times on-demand: The video was also shared on the Sharing the Gold internal newsletter.