

Program Delivery Method or Activity	What are some examples?	Will I be asked to enter demographic data?	Method of Contact
MASS MEDIA/MASS CONTACTS			
Digital Media & Marketing	Social media postings, Facebook, Twitter, Instagram; webpage, you-tube, blogs, podcasts, digital newsletters.	No	Mass Media
Traditional News Media	Radio shows, newspaper, or news station/TV appearances.	No	Mass Media
Outreach	Health fairs, festivals, exhibits, livestock shows, trade shows; displays, stand-alone handouts, dissemination or delivery of school curriculum or brochures, flyers, mailed newsletters.	No	Mass Media
Publication	Educational fact sheets, lesson plans, curriculum, extension publications, or peer-reviewed professional journal articles.	No	Mass Media
Industry Article	Research-based articles for the AgCenter or another credible organizations or information source.	No	Mass Media
INDIVIDUAL OR GROUP CONTACTS			
Group Event	Nutrition lessons, trainings, 4-H club meeting, stencil painting, crosswalk installation, farmer's markets, classes, contests, trainings, workshops, conference tours, field trips, camps, clubs, afterschool programs, demonstrations, field days, live webinars. In-person or virtual.	Yes	Individual or Group
Presentation	Educational training or speaking engagement delivered to an organization or group. May be one-time or ongoing.	Yes	Individual or Group
Self-Directed	Water test kits; soil test kits; radon kits; 4-H kits; garden starter kits; self-paced online learning modules or courses; pre-recorded webinars or video series.	Yes	Individual or Group
Technical Assistance	One on one or small group office visits, farm visits, home visits, school visits, site visits, livestock project visits, virtual or video-conferencing visits.	Yes	Individual or Group
Technical Assistance – Electronic	One-on-one electronic correspondence, including email and phone calls (NOT MASS), responding to social media questions, or message boards or blog questions.	No	Individual or Group
Facilitation	Stakeholder meetings, working groups, community advisory planning meeting, councils, coalition meetings, taskforces, strategic planning teams.	No	Individual or Group
N/A - NO CONTACTS			
Grants & Funding	Grant/funding applications, donor/stakeholder correspondence or activity to secure funding or in-kind support.	N/A	N/A
Committee Meetings/Service*	Internal committees and meetings, community committee meetings.	N/A	N/A
Professional Development & Society /Continuing Education*	Webinars or in-person trainings attended, professional improvement, conferences attended, certifications, continued degree, or course work.	N/A	N/A
Administrative or Supervisory*	To use for parish visits, employee meetings, supervisor, or administrative activities.	N/A	N/A
Other- No Contacts*	Other activities not covered in any other area.	N/A	N/A

*New/Added for 2023-2024