

Projected Work for Next Quarter:

- Schedule air time

TASK 2: Ag Communications in collaboration with TWRI will identify local English and Spanish television stations for airtime and make arrangements for broadcast of final PSAs.

Task Status: In progress 60% complete

Major Accomplishments for the reporting period include:

- Production Company identified channels to be used for airing of the PSAs in their bids.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report.

Projected Work for Next Quarter:

- None to report

TASK 3: Ag Communications will produce PSAs and distribute PSAs to local television stations for broadcasting.

Task Status: In progress 40% complete

Major Accomplishments for the reporting period include:

- The production company and AgriLife Extension began contacting local television stations for schedule of run times and costs.

Related Issues/Current Problems and Favorable of Unusual Developments:

- None to report

Projected Work for Next Quarter:

- Schedule airtime on selected local television stations