TV stations

Information on the video files....

- The video files available for download are MP4 files, but they are not high quality files intended for use on TV stations
- If you would like to use any programmes on your TV station please contact our media desk at media@accessagriculture.org – we will establish a contract with your TV station and then allow you access to high resolution files
- Please note that the videos must be shown in full and are not allowed to be edited.

Ideas for using the video files....

- Play the programmes at suitable times of the year to remind your audience of good agricultural practices
- Invite some farmers or a guest from the extension service, ministry or a local NGO and use a programme as a starting point for a discussion
- Why not have a phone in on a subject raised by one of the programmes...
- Use the videos as part of a magazine style programme on agriculture, food and rural development

Be seen to be part of your community...

- Why not offer extra services to your viewers by distributing DVD’s of the videos by agreement with Access Agriculture
- Remind viewers that other videos are available from the Access Agriculture website
- Organise a viewers’ event, for example at an agricultural show, so that you can get direct feedback from your viewers
- You can also upload your agricultural content to Agtube – and if videos are already on Youtube or Vimeo then the URL’s can be copied across
- Let us know how innovative you have been and get your story onto the Access Agriculture website!
- Be seen! Be different!

Other languages....

- If you think there is demand for some of the existing video programmes to go into local languages in your area, please contact us on media@accessagriculture.com
- Do you have expertise for translating and recording programmes in different languages? If so please contact us and let us know your skills

**REMEMBER!**
Pay the attention to detail at every stage.
Always aim to produce a QUALITY programme.

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