

Program Development and Evaluation



Program Development and Evaluation
University of Wisconsin-Extension
432 North Lake Street
Madison, WI 53706
www.uwex.edu/ces/pdande.html

Guidelines for Facilitators of Satellite Videoconferences

Transcript* of the video/audio clips

Before the Video Conference

6. Promote the videoconference to appropriate audiences (i.e. radio, newspaper, newsletter, brochure, TV bulletin boards, computer site, etc.).

Susan J. Ellis, President, Energize, Inc., Pennsylvania:

I would try to get a mailing list of fifty really great societies and then let them reach several thousand people, rather than trying to get one-by-one-by-one. The other thing is to really think about using the World Wide Web.

Joe Moskol, Community Development Agent, University of Wisconsin-Extension, Rock County:

Regular press releases to local media and direct mailings have not captured the attention of our non-profit sector here in Rock County. It's just not enough. We need a well-developed promotional campaign to get our story told in a way that people really understand. This ought to include some testimonies from local learners. They can explain the value of the program perhaps more effectively than I can. It also needs to include promotion by nonprofit leaders who value organizational effectiveness.

Claudette Green, Director, Volunteer Baton Rouge!, Nonprofit Resource Center, Louisiana:

What has worked for us in promoting our trainings is to send out a brochure and follow up with a fax that we call "in your face," which means it's very intrusive. If the registrations aren't coming in, then you get this fax that says, "Do you remember this downlink?" and "Please call the resource center." We've found the faxes very helpful to us. What have not worked well are public service announcements. We think that doesn't work because of radio and TV. TV is a visual and radio just depends on the interest. When you talk about training, there's not a lot of interest to the overall broader community.

Bill Rizzo, Community Resource Development Agent, University of Wisconsin-Extension, Dane County:

We know that we need to be much more aggressive in marketing our programs. We feel that we have a really good opportunity for a large program to grow quite a bit larger. We're going to look for strategic partners who fund non-profits and have a stake in the success of the series. We're going to be more aggressive in identifying scholarship dollars for those organizations that would like to attend, but who can't because of funding. We're simply going to do more in terms of developing our own marketing plan and looking for scholarships to help other organizations attend.

*Transcript edited for continuity and clarity.

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