MEDIA STRATEGIES FOR DISSEMINATING RESEARCH TO INDUSTRY


This presentation includes the screening of excerpts from recent video productions and discussion of strategies for disseminating research and best practice to industry.

The video projects were initiated in response to a decline in the number of industry personnel with the expertise required to maintain high standards in certain aspects of poultry husbandry. New staff were performing tasks without adequate training and management decisions were being made without knowledge of recent research. It was assumed that these problems could be reduced through the production and distribution of appropriate media materials.

Video programs dealing with beak trimming and vaccination have been produced and responses are being sought from industry and researchers. The beak trimming video presents world leading Australian research and implicitly urges Australian producers to be leaders in stock management. The research presented assists viewers to understand the physiological, behavioural and production responses of birds to beak trimming. The vaccination video is structured to convey concepts relating to the importance of vaccination and conditions critical to effectiveness.

Although both video programs include matter of fact demonstrations, their styles are experimental. They are intended to engage viewers as active observers and interpreters of information. A multimedia approach has been used, in part, to develop program structures with potential for modularisation. The value of modularisation is being considered in ongoing project work.

Initial industry responses to the video programs have been varied. The programs have been a catalyst for discussion in which there has been some confirmation of both the need for such input and the appropriateness of using video. The inclusion of general information, research reports and demonstrations in the same video program has not been appreciated by some viewers. Some have only wanted to see practical demonstrations. The issues these viewers have raised are amongst those which demand further exploration.

Integral to this work is the ongoing development of a media project model which incorporates routines for project development, production and formative evaluation. Viewer responses suggest that it may be appropriate to also explore the incorporation of routines for economically reversioning materials to suit specific audiences and events.

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