I. Abstract
Grant funds were awarded to produce the first two (of a series of six) 5-minute videos that address water efficiency as it applies primarily to outdoor irrigation. General water conservation in and around the home is included in Video number 1. Video 2 provides elementary, hands-on demonstrations of practical steps homeowners can take to increase the efficiency of their landscape irrigation. The content of these videos has been produced in a manner that creates timeless education pieces that can be used for many years. The visual information is general in nature (native plants, irrigation system basics, etc.) which renders them useful and continuously pertinent.

II. Overall Progress and Results by Task

Task 1: Complete and approve video scripts
The following actions have been completed during this reporting period:
- Completed and approved scripts for Video 1 and Video 2

100% Complete

Task 2: Tape footage for Videos 1 and 2
The following actions have been completed during this reporting period:
- Defined shot list. Arranged shot locations
- Filmed required footage

100% Complete

Task 3: Design DVD Cover
The following actions have been completed during this reporting period:
- Concept approved
- Production costs determined
- Text developed and approved
- Mock up developed and approved
100% Complete

Task 4: Produce DVD
The following actions have been completed during this reporting period:
- Record audio for Videos 1 and 2
- Preview initial editing of Videos 1. Suggest changes.

100% Complete

Task 5: Final Approval Prior to Production
- Preview and approve final cut of Video 1 and Video 2

0% Complete

Task 6: Distribute DVD
- Identify distribution channels

0% Complete

Task 7: Evaluate Effectiveness
- Implement Survey Monkey
- Utilize AgriLife Survey Tool

0% Complete