2011 Communication Awards ~ Television
Program Outline

A. CATEGORY: Television

B. SUBJECT/ISSUE: The primary goal of Healthy Tailgating was to encourage individuals to continue using healthy eating habits they established even when attending social events, such as tailgating parties.

C. TARGET AUDIENCE: Adults interested in healthy snacks

D. WHERE PROGRAM HAS BEEN USED: The Healthy Tailgating segment was a part of the East Texas Live! Daily program on KETK, channel 10 in Tyler, Texas. East Texas Live airs daily 10 AM to 11 AM. In addition, segments are saved to the KETK website for clientele to utilize at a later date.

E. NUMBER OF PEOPLE REACHED: 270,800

F. EVIDENCE OF IMPACT ON PARTICIPANTS/CLIENTELE/AUDIENCE:
Viewers received solid, research-based information on selecting healthy options in a non-threatening humorous style. Feedback from listeners was positive, and many visited the Cherokee County and KETK websites to print off copies of the recipes and tailgating rules.
G. RESOURCES USED:
Subject matter resources include the NetWellness (University of Cincinnati, The Ohio State University and Case Western Reserve University), Southern Living magazine and HealthCastle.com.

H. PERCENTAGE OF THE INFORMATION WRITTEN/PREPARED BY APPLICANT:
1000 percent of the information used in the live television segment was written by Wendi Green. Approximately 30 percent was based on personal experience and an additional 5 percent from interviews with ardent tailgaters. The remainder care from cited sources

I. INDICATE INFORMATION FROM UNIVERSITY AND/OR USDA SOURCES:
Reserve University, The Ohio State University and University of Cincinnati

J. INDICATE HOW EXTENSION SERVICE IS IDENTIFIED:
Texas AgriLife Extension Service was listed below Family and consumer Sciences Agent Wendi Green’s name on the television screen. On both the Cherokee County Extension website and the KETK - East Texas Live website, Extension was listed.