

**DEPARTMENT OF TRAINING
EXTENSION AND PUBLICATIONS**

Tarkan BIÇER
**Head of the Working Group
on Audio-visual Publishing**



**REPUBLIC OF TURKEY
MINISTRY OF FOOD AGRICULTURE
AND LIVESTOCK**

MISSION AND VISION

MISSION :

- *Organizing trainings for the improvement of human resources which works, produces and serves in all areas of agriculture,*
- *Preparing television and radio programs and producing publications for this purpose,*
- *Developing projects for the improvement of agriculture through cooperation among private sector, non-governmental organizations and public institutions.*

VISION :

- *Improving and increasing the capacity of agricultural employees in terms of training, knowledge and technology usage,*
- *Contributing to the development of national and global agriculture, being a global actor in agriculture.*



DEPARTMENT OF PUBLICATION
AND PROMOTION SERVICES

ACTIVITIES OF PROJECT DEVELOPMENT AND PROGRAMMING

- The Department renders services for the coordination and secretariat of annual publication programs under the framework of Ministry's legislation on publication

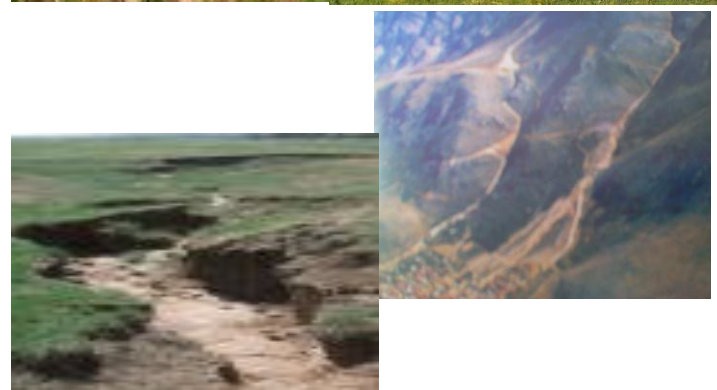
- **PROJECTS AND CAMPAIGNS:**

FARMER TRAINING THROUGH TELEVISION PROGRAMS:

1-) GAP REGION TRAINING AND EXTENSION PROJECT: Activities of project development and programming for GAP Region are carried out.

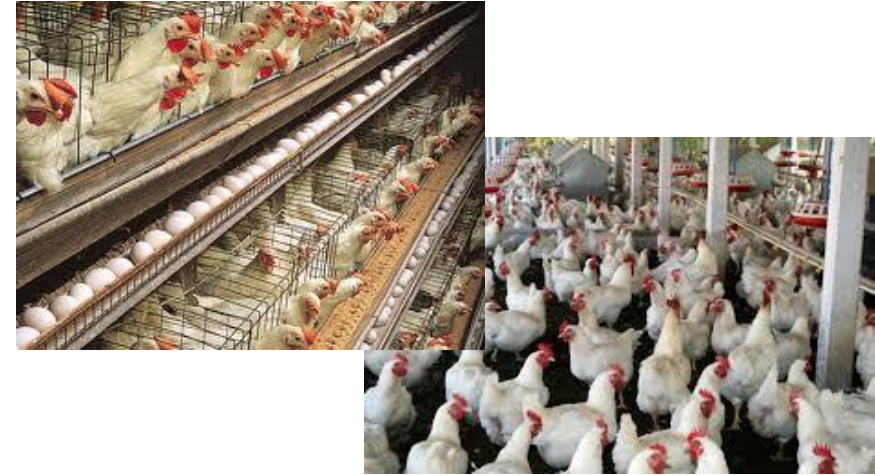
2-) EXTENSIVE FARMER TRAINING PROJECT (YAYÇEP): With the Project launched in 1991, training films in every field of agriculture were prepared for the training of farmers through television programs.

3-) THE CAMPAIGN «LET'S PROTECT OUR SOIL»: In order to raise awareness among public and producers on desertification and erosion, preparatory studies for an extension campaign with the use of documentary and training films as well as several brochures and bills were initiated as of 2013.



ACTIVITIES OF PROJECT DEVELOPMENT AND PROGRAMMING

4-) INFORMATION CAMPAIGN ON POULTRY SECTOR: In order to provide qualitative improvement in poultry sector, to provide correct information about current status of sector in terms of food safety and to increase awareness and motivation among producers and stakeholders, an extension project for *promotion, information and training activities through various printed and visual publications* will be implemented.



5-) INFORMATION CAMPAIGN ON SAFE HONEY PRODUCTION: For enlightening consumers with respect to information pollution and speculations in the market, it has been aimed to run an extension campaign in 2013 through printed and visual materials.



AUDIO-VISUAL PUBLICATIONS

- *Practical and one-to-one trainings lead to the most effective learning.*
- *It is not possible to provide one-to-one training practices for large groups.*

Therefore;

- *We attach importance to the production of **audio-visual publications** which appeal to both eye and ear and which reach large groups.*



EQUIPMENT AND MACHINERY OF STUDIO

NAME OF THE EQUIPMENT		QUANTITY (NUMBER)	FEATURE
EDITING UNIT	Digital	4	HD (High Definition) and SD (Standart Definition) capturing and setting
	Standard Definition	2	SD (Standart Definition) capturing and setting
STUDIO	Camera	3	SD (Standart Definition) shooting
	Camera Control (CCU)	3	SD featured
	Wireless Microphone	1	consist of 4 receivers and 1 transmitter microphone
	Video Mixer	1	SD featured
STUDIO ARCHIVE	Capturing Unit	1	50Tbyte Storing HD and SD Capturing
	Storing	1	10 Tbyte Storing
CAMERA	Camcorder	3	HD (High Definition) shooting
	Camcorder	4	SD (Standart Definition) shooting

ACTIVITIES OF AUDIO-VISUAL PUBLICATION

1-) EXTENSIVE FARMER TRAINING PROJECT (YAYÇEP):

With the Project launched in 1991, training films in every field of agriculture were prepared for the training of farmers through television programs, and the books in the same issues were published and sent to the Provincial Directorates.

YAYÇEP I: Between **1991-1998**, totally **338 training films** on the topics of soil, water, plant production, animal husbandry, forestry, local handicrafts and etc. were produced and broadcast on TRT channels.

YAYÇEP II: This Project was relaunched in 2000, and as of the end of 2008, 120 films within the scope of the YAYÇEP II were renewed and 187 were updated.



2-) TRAINING AND EXTENSION PROGRAM FOR GAP REGION:

Put into implementation in 1995 pursuant to the approval of the State Planning Department, the Project took the name «Project on the Improvement of Agricultural Extension, Training and Publication» in 2009 and is still being implemented under this Project.

With this program, agricultural training films for the region and also the booklets supporting these films were produced and sent to the Provincial Directorates in the Region. Films produced under the Project were broadcast on TRT GAP TV with the name «Name of Fertility-GAP».

Number of the films produced reached 728 as of the end of 2012.



ACTIVITIES OF AUDIO-VISUAL PUBLICATION

3-) 'AGRICULTURE FROM THE POINT OF EXPERTS' VIEW PROJECT: With this Project, it is planned to produce short spot films (around 1-5 minutes) composed of professional explanations and practical implementations by the experts. The films will be broadcast on television channels and the web site.

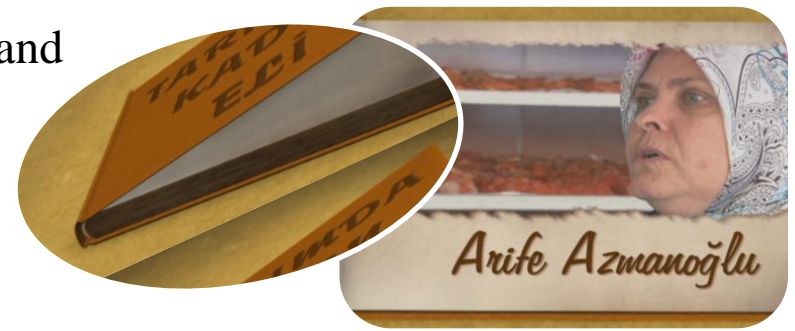


4-) 'WOMAN HAND IN AGRICULTURE' PROJECT: With this actual-documentary project titled Woman Hand in Agriculture, documentary films, each of which lasts 26 minutes, are broadcast on the documentary and tourism channels of TRT at 11.00 and 19.00 every Tuesday and on TRT Anadolu at 13.30 every Saturday.



Beginning from the Episode 14, the program started broadcasting on TRT Anadolu and on the documentary and tourism channels of TRT as of October 16, 2012.

In 2012, 24 episodes were provided for broadcasting. Shooting and editing activities are still going on.



ACTIVITIES OF AUDIO-VISUAL PUBLICATION

4-) LIVING BAZAARS: The documentary film «Living Bazaars» displaying local wealths and traditional products on stalls visits the national bazaars of Turkey and draws attention to the production process of products, challenges confronted by the producers, expectations of the consumers and local products. The Program started broadcasting on the documentary and tourism channels of TRT on November 18, 2012.



Documentary film ‘Living Bazaars’ is broadcast at 17.00 every Sunday on the documentary channel of TRT and rebroadcast at 03.00 on Sundays, at 09.30 on Thursdays and at 07.00 on Fridays. The Program was broadcast in 13 Episodes till February 24, 2013. It is planned to rebroadcast the Program in 13 Episodes in the following season on the same channel. As of March 2013, it will be broadcast on TRT Anadolu channel in 13 Episodes.

ACTIVITIES OF AUDIO-VISUAL PUBLICATION

5-) CINEVISIONS: Cinevisions are visual programs which are prepared for the promotion of the divisions of our Ministry and non-governmental organizations as well as their activities on thematic days. Cinevisions aim to draw attraction of public and even create public opinion thereof. Within this scope, we have produced cinevisions upon the demands from other institutions and organizations within 2013.



ACTIVITIES OF AUDIO-VISUAL PUBLICATIONS

PUBLIC SPOTS:

- In accordance with the Supplementary Article 1 of the Statutory Decree No. 639 on the Organization and Duties of the Ministry amended by the Statutory Decree No. 662;
 - It has been obligatory for TRT Corporation and other private TV channels and radios making national, regional and local broadcasting to broadcast educational films on the main topics “**food safety**”, “**plant and animal health**” and “**soil protection**”. Following the mentioned decree, productions and animations on the mentioned topics were produced in the studios of the Ministry and started broadcasting on TV channels pursuant to the approval of RTÜK.
- Public spots titled “**School Milk**”, “**Food Supplements**”, “**Bread Waste**”, “**Cold Chain**” prepared in 2013 have been broadcast both in local and national television channels. Our studies on several topics are going on.



AGRICULTURAL WEB-TV

AGRICULTURAL WEB TV: Started broadcasting on October 22, 2010, Agricultural Web TV provides a range of videos for producers and all other stakeholders of the sector with respect to several subjects.



- Agricultural Web TV closely follows agricultural issues, special days and weeks of agriculture, printed news and visual media, and produces live programs such as Agricultural Agenda every morning.

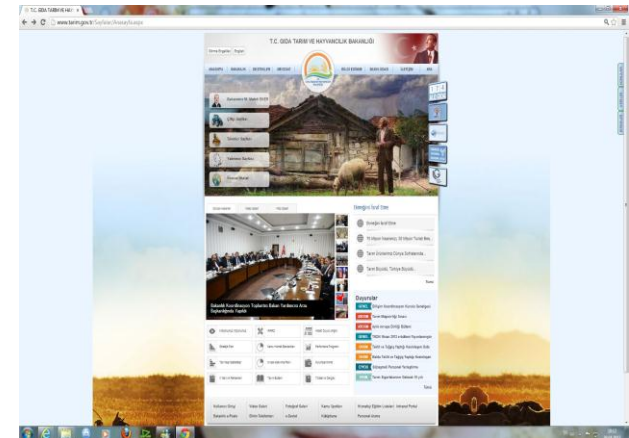
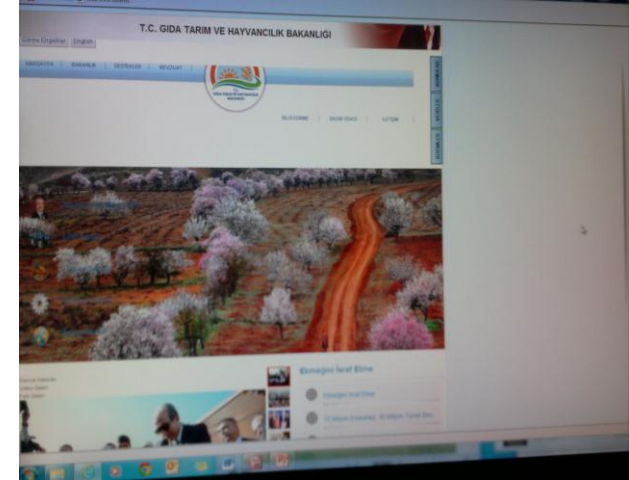
- Web site of the TV will be reconstructed in terms of design and content management.



ACTIVITIES OF ELECTRONIC PUBLICATION

1-) WEB SITE OF THE MINISTRY OF FOOD, AGRICULTURE AND LIVESTOCK: Official web-site of the Ministry was reconstructed on Share Point Portal for increasing its functionality and managing its content more efficiently.

Content management was taken over by the Department of Training, Extension and Publications within 2013. Our Department carries out studies for establishing a new server and transferring data to the system.

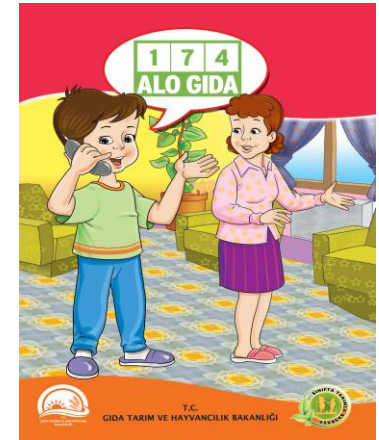


ACTIVITIES OF ELECTRONIC PUBLICATION

2-) ELECTRONIC JOURNAL AND NEWSLETTER: The aim is to make periodical publications of the Ministry available electronically. By this way, readers will be able to achieve the publications easily and be informed about the activities of Ministry.



3-) AGRICULTURE and CHILD: With this Portal to be created for rising the awareness of primary school children on agriculture, children will be informed about agriculture and food issues through animations, games and electronic books on www.tarimcocuk.gov.tr.



ACTIVITIES OF ELECTRONIC PUBLICATION

4-) AGRICULTURE PORTAL: Turkey's first official agricultural portal. With the internet site to be made interactive through forum applications allowing the share of information on all processes regarding plant and animal production (supports, production techniques, credits and incentives, etc.), all sized enterprises willing to make agricultural activities will be able to achieve correct and up-to-date information from a central place.

5-) FOOD PORTAL: Turkey's first official food portal addressing all issues about food, importance of which is increasing with the new identity of the Ministry. It is aimed to make consumers more conscious, to supply healthier food, and to raise the awareness of sector representatives.



THANK YOU
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