



# Learn Now Videos

## Process for Educators

**Learn Now Videos are short, focused, educational videos. They are an opportunity to “teach via video.”**

You can talk to your audience about:

- how to solve a problem
- how to identify or manage a given pest, disease, or plant
- how to implement a specific strategy
- an answer to a commonly asked question

### 1. PRESENT YOUR IDEA TO YOUR TEAM AND ADP

Your time is valuable. Before you begin work on your video, talk to your team. Make sure your video idea aligns with your team's current educational goals and priorities. After you've talked to your team, present the idea to your ADP.

### 2. FILL OUT A ["COMMUNICATIONS AND MARKETING REQUEST" FORM ONLINE](#)

Fill out this form to initiate the planning and support process within Ag Communications and Marketing. This is the same form you use for publications and other Extension products. Someone from our team will respond to you and help you get started with your video project.

### 3. WORK WITH THE DIGITAL EDUCATION TEAM

The Digital Learning and Online Education Team will work collaboratively with you to:

- Define the scope and learning outcomes of your video.
- Assist with writing your video narration script.
- Help you locate appropriate images, video clips, and graphics.
- Record your audio (or video if you will be presenting on camera).
- Edit your video.
- Provide appropriate branding.
- Upload your final video to the Penn State Extension website.

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**[extension.psu.edu](http://extension.psu.edu)**

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