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CAST Goes "Back to School" with Online Videos

Technology changes faster than society can keep up, sometimes. By the time you get acclimated to a new computer, it's time to update the software, and by the time you get that software installed, you need new hardware to run it. It can be a *full-time job* just keeping up with the technological advances necessary to *do your job*! Thankfully, in the midst of significant additions and changes to worldwide electronic media, software creators and programmers have made things more and more user-friendly. CAST has joined these efforts to help the user by establishing a "one-stop shopping" place on SchoolTube, <http://www.schooltube.com/user/cast>, where people can view all of CAST's educational videos on the same site.



This new "channel" on SchoolTube allows viewers to select from all of CAST's informative videos: the full "Food Safety" video, the introductory segment with



Senator Tom Harkin, any of three individual parts of that video, and the newer "Water and People" video. Viewers also have options to share

the channel with others and post comments to CAST.

Recognizing the importance of keeping up with new technology, CAST released its first series of videos online last summer in conjunction with CAST Commentary 2009-1, [Food Safety and Fresh](#)

Produce: An Update. The video series consists of an introduction from Senator Harkin, praising CAST's work on important agricultural issues, and the publication's rollout presentation from Task Force Chair William McGlynn. These videos were released initially on YouTube and SchoolTube, and currently can be viewed on both sites.



The launch of CAST's second video production--based on CAST Issue Paper 44, **Water, People and the Future: Water Availability for Agriculture in the United States**--was timed to coincide with Earth Day and has experienced a great nationwide reception. In the first week of the video's release, the total hits on YouTube and other leading online video providers were more than 290 unique viewers. Click to view the **Impact Report** containing data related to this video's distribution, including a listing of some of 4,000 nationwide news sites and search engines that announced its release. All CAST videos were produced by Capital Media Group.



All of these videos serve to further the CAST mission--to communicate credible, science-based information regionally, nationally, and internationally to



legislators, regulators, policymakers, the media, the private sector, and the public. At a time when much of society gets its information online, at the touch of a button, CAST is keeping pace by providing its sound science about agricultural, food, and environmental issues at your fingertips. Visit **CAST's SchoolTube channel** to view all the CAST videos, and visit the **CAST website** to view or download the accurate, reliable information in CAST publications.

CAST looks forward to expanding its line of videos in the future. Keep checking SchoolTube and YouTube for our newest offerings.