



Flip My Florida Yard

Why the Nonpoint Source Management Program is sponsoring *Flip My Florida Yard*, a yard makeover television show.



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Flip My Florida Yard

What is Flip My Florida Yard?





The Florida-Friendly Landscaping™ (FFL) Program

- **28 year partnership between Florida DEP and the University of Florida's Institute of Food and Agricultural Sciences**
- **Statewide extension partners teaching science-based landscaping best management practices**
- **Conducts the Green Industries Best Management Practices (GI-BMP) certification program, which is legally required for commercial fertilizer applicators**

Visit
FloridaFriendlyLandscaping.com
to learn more





9 FFL Principles

- Right Plant, Right Place
- Water Efficiently
- Fertilize Appropriately
- Mulch
- Attract Wildlife
- Manage Yard Pests Responsibly
- Recycle
- Reduce Stormwater Runoff
- Protect the Waterfront



Flip My Florida Yard

- ❖ One Hour Special
 - Developed from original 5 episodes sponsored by Florida Nursery, Growers and Landscape Association
- ❖ Season One
 - Focused around the 9 FFL Principles
 - Strong UF/IFAS Extension presence
- ❖ Commercials
 - Florida-Friendly Landscaping™
 - Hire Florida-Friendly





Statewide Representation





Yard Science



Yard Science Topic	Expert
“Follow the Water”	Kevin Coyne (DEP)
Stormwater Nitrogen	Dave Whiting (DEP)
UF/IFAS County Extension	Tia Silvasy (UF)
Reclaimed Water	Ed Torres (Director of Public Works, Altamonte Springs)
Pollinators	Dr. Jaret Daniels (UF)
Yard Biodiversity	Dr. Gail Hansen (UF)
Turf Science/Breeding	Dr. Kevin Kenworthy (UF)
Soil Science/Testing	Dr. Rao Mylavarapu (UF)
Integrated Pest Management	Dr. Norm Leppla (UF)
Root Rot	Dr. Phil Harmon (UF)



State Park Segments

- Camp Helen and Eden Gardens
- Lake Louisa
- De Leon Springs and Hontoon Island
- Hugh Taylor Birch
- Hillsborough River
- Wekiwa Springs
- John Pennekamp Coral Reef
- Paynes Prairie Preserve
- Alfred B. Maclay Gardens
- Koreshan



FLORIDA
STATE PARKS

*...the Real Florida*SM



Episode Example





Where to Watch

GAINESVILLE WCJB-TV20 (ABC) Sundays at 1:00 pm	JACKSONVILLE WCWJ-TV17 (CW) Saturdays at 11:30 am	MIAMI WFOR-TV4 (CBS) Saturdays at 12:30 pm
ORLANDO WRDQ-TV27 Saturdays 4/10, 4/24, 5/8, 5/22, 6/5 at 2:00 pm & 2:30 pm	PENSACOLA WFNA-TV55 (CW) Sundays at 9:00 am	PANAMA CITY EECP My Network TV 21.2 (My 7) Saturdays at 4:00 pm
SARASOTA WWSB-TV40 (ABC) Saturdays, 4/10, 4/17, 4/24 at 1:00 pm & 1:30 pm	TALLAHASSEE WTWC-TV40 (NBC) Saturdays starting 4/24 at 11:00 pm	TAMPA WTSP-TV10 (CBS) Saturday, 5/1 at 1 pm, Sunday, 5/9 at 12:30 pm, Sunday, 5/16 at 12 pm, Sunday, 5/30 at 12 pm
WEST PALM WPEC-TV12 (CBS) Saturdays, 4/24 at 1 pm & 1:30 pm, 5/1 at 1:30 pm & 2 pm, 5/15 at 12:30 pm, 5/22 at 12:30pm, 6/5 at 12:30 pm & 1 pm, 6/12 at 1 pm	FT. MYERS Check back later for dates and times	YUR VIEW FLORIDA Sundays at 7:30 pm with repeat of episode on Wednesdays at 8 pm



www.flipmyfloridayard.com



All episodes available July 1, 2021 on the
Discover Florida Channel

discover **FLORIDA**
channel®

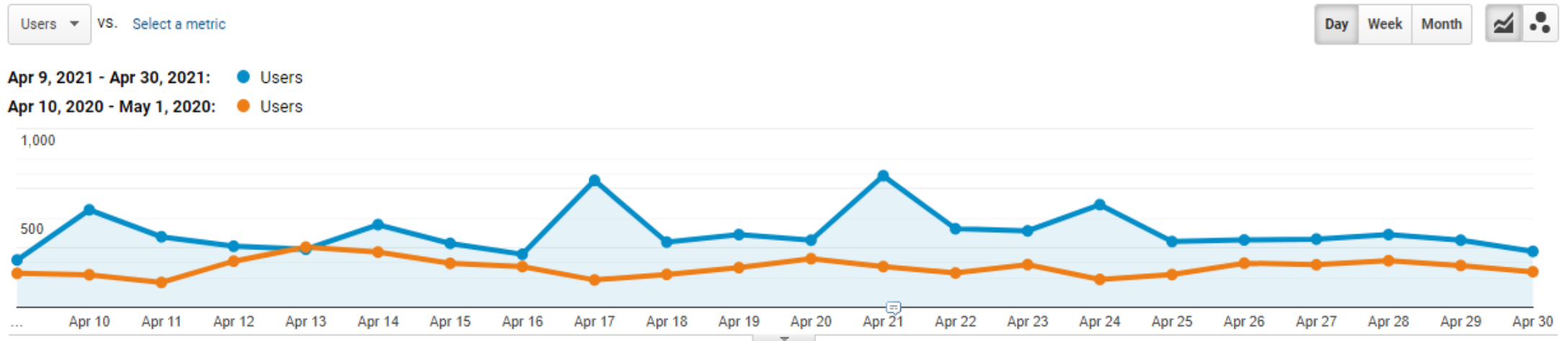


Show Impact to Date

- County UF/IFAS extension agents report an increase in contacts
- FFL state office report an increase in contacts
- Increase in FFL mailing list subscriptions

FFL Website April 2021 (blue)

FFL Website April 2020 (Orange)





Show Impact to Date

Flip My Florida Yard Social Media

201 new Instagram Followers
504 new Facebook Followers

Overview

Monthly



April 4, 2021 - May 3, 2021

Unique Visits

4,479

+219% from last 30 days

Page Views

10,182

+286% from last 30 days

Avg. Pages Per Unique Visit

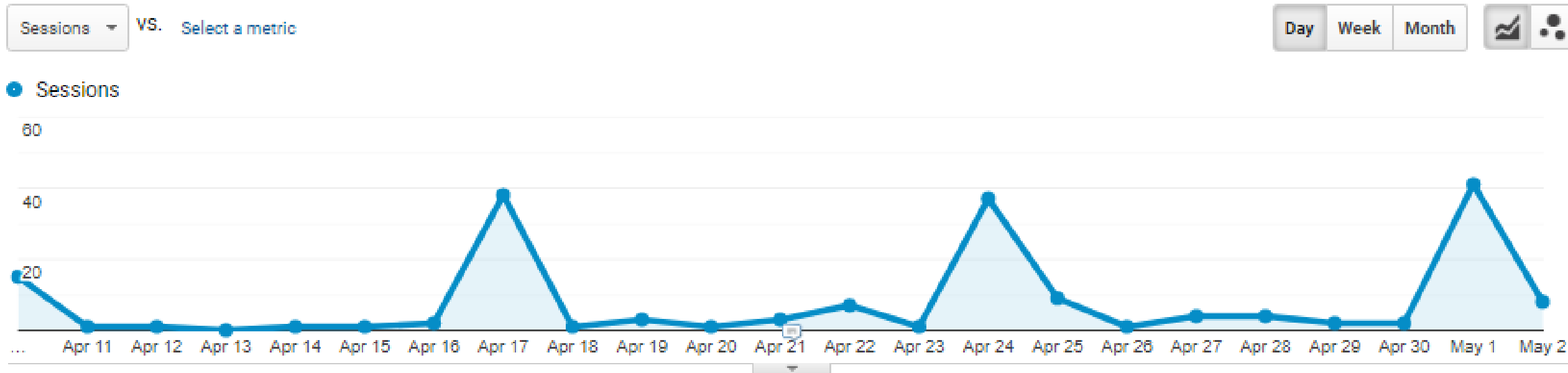
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Show Impact to Date

The Hire Florida-Friendly webpage launched with the show. Page visits have clear spikes with each weekend show airing.





Hire Florida-Friendly Commercial

Flip My Florida Yard





How to Get Involved?

- Follow Flip My Florida Yard on Facebook and Instagram
- Follow the Florida-Friendly Landscaping™ program on Facebook and Instagram
- Contact your local UF/IFAS County Extension agent to find out about local activities
- Visit FloridaFriendlyLandscaping.com for resources

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Season Two?

Update During Questions and Answers



Questions & Answers



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