

Adopt A Cowboy Video 1 Content Ideas

Welcome to Adopt A Cowboy! The goal of Video 1 is to introduce yourself, your operation, and the cattle industry to your students in an engaging and authentic way.

Please remember: You do **not** need to include every item on this list. These are simply ideas to help you brainstorm content and showcase your unique role in agriculture. Every ranch, operation, and state is different, so choose the clips and topics that best represent your daily work and region.

Important Filming Notes

- Keep all footage positive, educational, and family-friendly.
- Whenever possible, show healthy animals, good pasture conditions, and proper animal care.
- Avoid footage that could be misunderstood without additional context.
- Adapt these ideas to fit your state's cattle industry, landscape, and management practices. What is common in one state may not be common in another, and that's okay!

Introduction Ideas

- Welcome students to your classroom.
- Introduce yourself and your role on the ranch.
- Share where you live and work.
- Explain what a typical day looks like for you.
- Include a photo of yourself or your family.
- End with a fun phrase such as, "Let's saddle up and get to work!"

Horse & Cowboy Life

- Brushing or saddling your horse.
- Mounting up before the workday.
- Riding through pastures or rangeland.
- Opening and closing gates.
- Walking horses through woods, brush, or pastures.
- Loading or unloading horses from trailers.
- Working alongside other cowboys or cowgirls.
- Drone footage of riders gathering cattle.

Cattle Work

- Gathering cattle in pastures.
- Moving cattle between pastures.
- Pushing cattle through lanes or alleys.
- Leading a herd.
- Working cattle in pens.
- Holding cattle quietly in a circle.
- Sorting cattle.
- Turning cattle back out to pasture after processing.
- Checking cattle in large pastures.

Cow-Calf Footage

- Cows and calves grazing.
- Calves nursing their mothers.
- Young calves playing or interacting with one another.
- Healthy cattle grazing on fresh forage.
- Close-up footage of cows and calves.

Working Dogs

- Introducing your cow dogs.
- Petting or interacting with your dogs.
- Dogs helping gather or move cattle.
- Dogs working alongside horses and cowboys.
- Footage should show calm, controlled livestock handling.

Ranch Management

- Building or repairing fence.
- Filling mineral feeders.
- Checking water troughs.
- Monitoring ponds or water sources.
- Checking pastures.
- Looking for cattle across large areas.
- Using vehicles, horses, airplanes, or helicopters when applicable to your operation.

Animal Health & Stewardship

- Explaining how you care for your cattle.
- Showing cattle handling facilities.
- Vaccination or health-check activities, if appropriate.
- Discussing nutrition, water, and animal welfare.
- Demonstrating responsible ranch management practices.

Cowboy Tools & Equipment

Consider showing and explaining:

- Cowboy hat
- Boots and spurs
- Bandana
- Saddle
- Lariat rope
- Saddle bags
- Slicker (rain gear)
- Whip (if commonly used in your operation)

Agriculture & State History

- Share interesting facts about the cattle industry in your state.
- Explain how cattle ranching may differ from other regions.
- Highlight unique landscapes, weather, breeds, or traditions found in your area.

Group Introductions

If multiple cowboys or cowgirls participate from your state:

- Include short introductions of each person.
- Show each rider horseback, smiling at the camera.
- Explain the different jobs each person has on the ranch.

Most Important

Students love seeing your real life. Don't worry about creating a perfect video. Focus on sharing your story, your cattle, your horses, and the work you do each day. Authentic footage often makes the strongest connection with students.