

Reaching Your Target Audience & Providing Innovative Programs

2025 ANREP Webinar Series (Spring Program)

Join expert speakers as they share contemporary tools and techniques for enhancing media communication and delivering novel programs. Knowledge gained can be applied to various fields, initiatives, and organizations. Each 30-minute interactive live webinar awards one door prize.

REGISTER BY CLICKING ON WEBINAR TITLES BELOW

Brought to you by the ANREP Professional & Leadership Development Committee



January 13, 2025, 1:00-1:30pm EST

Writing High Impact Newspaper, Digital Articles, and Blog Posts for the General Public

David Coyle, Associate Professor, Clemson University

January 27, 2025, 1:00-1:30pm EST

Reach New Audiences and Maximize Engagement through Digital Multi-Media (Television) Partnership

Tim McDermott, DVM, Assistant Professor, The Ohio State University

February 10, 2025, 1:00-1:30pm EST

Message Testing and Targeting on Social Media to Improve the Reach of Extension Programming

Bret Shaw, Professor, University of Wisconsin-Madison

February 28, 2025, 1:00-1:30pm EST

Good Sources Make Good Stories

Matt Reese, Editor, Ohio's Country Journal

March 10, 2025, 1:00-1:30pm EST

Building Relationships with Local Media

Julie McConnell, Regional Specialized Agent II, University of Florida IFAS Extension

March 28, 2025, 1:00-1:30pm EST

Planning & Delivering A High Impact Webinar Series

Beau Brodbeck, Assistant Director for Field Operations, Alabama Cooperative Extension System, Auburn University Gulf Coast Research & Extension Center

April 7, 2025, 1:30-2:00pm EST

Creating High Impact Short Videos: Moving from Awareness to Action

Nick Fuhrman, Associate Dean for Outreach & Meigs Professor of Environmental Education, University of Georgia

April 28, 2025, 3:00-3:30pm EST

Radio Success with Marine Science Minute

Ana Zangroniz, County Extension Agent, and Savanna Barry, Regional Specialized Extension Agent, University of Florida IFAS Extension

For more information, please contact the ANREP PLD Chair, Holly Campbell, hollycam@uga.edu