extension entomology share fair

Online, interactive sessions via Zoom! 11-13 November 2020

Organizers and Moderators: Erin Hodgson (Iowa State University) and Brian McCornack (Kansas State University)



See the nerd.

Be the nerd.

extension on your phone

Simple solutions for creating quick-tomarket videos using your mobile device Wednesday, 11 November 2020 9-10am, central time





Brian McCornack Kansas State University

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T: bmccornack

Description: Participants will gain some basic instruction or training on how to shoot, edit, and produce better images and video for "quick to market" content. This session is meant to be interactive, so bring your devices and your questions! Topics included but are not limited to: 1) what makes a good video, 2) getting to know your mobile device, 3) basics in composition, and 4) a crash course on video editing using applications on mobile devices (paid and free versions). Participants will be encouraged to share their own work more broadly in social media outlets like Twitter and Facebook using #theonewedecidedon.

- https://passionpassport.com/videography-basics-tips-for-beginners/
- $\bullet \ \underline{https://passionpassport.com/photography-basics-the-rule-of-thirds/}$
- Editing 101: https://www.youtube.com/watch?v=t70HvkQtaME
- Mobile editing apps: https://www.apple.com/imovie/
- https://www.youtube.com/channel/UCJwzspp5As2_hcSfEIlNBqg/videos

engage with technology

It's hard to manage what you can't see: using digital microscopes in extension Wednesday, 11 November 2020 1-2pm, central time





Lauren Diepenbrock University of Florida

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Description: Digital microscopes have opened up an easier route to share images with growers in real time. Rather than them try to gather around one computer screen, projecting a picture that was previously taken, or all struggling to see what you want them to see with their loupes, digital microscopy can be used in formal presentations, workshops, and in field settings to help share small pests and/or details easily with your clientele.

- https://crec.ifas.ufl.edu/labs/diepenbrock/
- https://www.microscope.com/digital-microscopes/
- https://www.celestron.com/collections/digital-microscopes

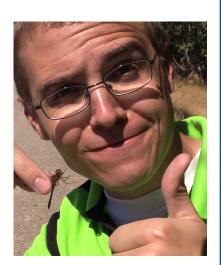
increase audience learning

Utilizing YouTube and wireless scopes: game changers for entomology outreach Thursday, 12 November 2020 9-10am, central time









Jason Thomas
University of Idaho Extension





Description: YouTube is a powerful tool allowing you to reach millions with some dedication and patience. Learn about my experience building the Insect Hunter YouTube channel dedicated to extension entomology (96 videos with nearly 7 million views). It has hosted videos for Purdue, Texas A&M and University of Idaho and currently has 52,000 subscribers and over 327,800 hours of video content consumed since its creation in 2014. I will show off some of my equipment techniques and some affordable hands-on video activities you can do with a wireless endoscope.

- Insect Hunter YouTube channel: https://www.youtube.com/insecthunter
- Video Script Example: https://bit.ly/34DeyhM
- Depstech Wireless Endoscope: https://amzn.to/2HIO3P1

try something new

Science communication through podcasts

Thursday, 12 November 2020 10-llam, central time







Jonathan Larson
University of Kentucky

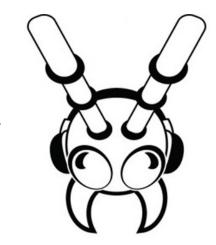
Jody Green Nebraska Extension

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Description: Join the Arthro-Pod team for a session on how to start your own podcast! Podcasts can be a great tool for extension professionals looking to expand into new methods of outreach. They are relatively cheap to produce, they often come with built in data tracking, and if advertised correctly are easy for our learners to find and use. Tune in to this session for a primer on what equipment you should consider for your podcast, how to record and edit episodes, and how to post them to the internet. If you have always wanted to start your own show, we're here to help you get started!



Resources:

http://arthro-pod.blogspot.com/

teach with quizzes

From Zoom to Facebook Live Thursday, 12 November 2020 1-2pm, central time





Katelyn Kesheimer Auburn University

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Description: Facebook is a valuable tool for Extension professionals to connect with the public. Generating content that is fun, engaging, and educational is key to reaching and retaining a broad audience. Come be part of a Facebook Live session where we use trivia questions to see if you are smarter than an entomologist!

- https://www.facebook.com/
- https://zoom.us/

become more accessible

How to put your science on tap! Thursday, 12 November 2020 2:30-3:30pm, central time





Jessica Kansman Penn State University

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T: @jesskansperson

Description: Many universities are hosting their own version of a pub science seminar series, and now you can too! The University of Missouri "Science on Tap" series occurs monthly, and our speakers undergo a science communication training session before giving talks to a lay audience. Stop by to learn how to 1) organize a pub science series, 2) incorporate #scicomm training sessions into your seminar series, 3) share your favorite outreach talk title (or let me help you craft one)!

Resources:

• https://jessicakansman.wixsite.com/kansmancv/post/how-to-put-your-science-on-tap

understand your clients

Identify audiences who need SciComm the most with front-end evaluation Friday, 13 November 2020 10-11am, central time





Joanie King Texas A&M University

E: @Ms_Mars; T: JLarson_UNL, Arthro_podshow Instagram @Joanie_mars; Facebook https://www.facebook.com/AskEntomologists/ W: https://askentomologists.com

Description: Ever wonder who could most benefit from SciComm? Front-end evaluation allows for a better understanding of audiences before performing outreach and/or SciComm. Information is collected on various audiences by asking them their questions, experiences, general knowledge, motivations for learning, and/or concerns.

- https://www.qualtrics.com
- $\bullet \ \underline{https://www.informalscience.org/front-end-evaluation-how-do-you-choose-right-questions}\\$
- https://www.alchemer.com/resources/blog/how-many-survey-questions/
- ${\color{blue} \bullet } \underline{\text{https://www.informalscience.org/framework-evaluating-impacts-informal-science-education-projects} \\$

reach different audiences

Using social media to improve your reach

Friday, 13 November 2020 1-2pm, central time







Dr. David Coyle

@drdavecoyle

Assistant Professor w/ a Forest Health & Invasive Species Extension program @ClemsonUniv. Tweets about #foresthealth, #invasivespecies, #entomology, #forestry.

700 Following 3,215 Followers

David Coyle Clemson University

E: dcoyle@clemson.edu

T/I: drdavecoyle

W: https://www.clemson.edu/cafls/faculty_staff/profiles/dcoyle

Description: Social media can be a powerful tool for Extension work and science communication in general. Unfortunately, it can also be a cesspool of all that is wrong with the world. In this hour we'll talk about how to get the best out of social media, with an emphasis on Extension and #scicomm. We'll talk about different platforms, creating effective and engaging posts, and dealing with trolls. We'll also talk about how to get beyond the traditional bubble and reach audiences that may not normally be reached. Finally, we'll talk about the metrics of social media, with particular reference to those in academia.

- Facebook, Southern Forest Health page: <u>https://www.facebook.com/southernforesthealth/</u>
- Facebook, Southern Forest and Tree Diagnostics page: https://www.facebook.com/groups/SouthernTreeHealthDiagnostics/

have a little fun

Your greenscreen is showing! Simple tricks for creating fun and interactive digital content

Friday, 13 November 2020 2:30-3:30pm, central time







Brian McCornack Kansas State University

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T: bmccornack

Description: This session will focus on some simple tips and tricks you can use to create fun and interactive content for videos, live streaming sessions, or your next Zoom meeting. Greenscreens can be a cost-effective way to produce engaging content, where the star of the show (i.e., you!) is not only center stage but interacting with the video or image in interesting ways! We will also cover some basic features you can use in Zoom and Open Broadcaster Software, which is open source, to liven up your next webinar!

- Elgato Green Screen Collapsible chroma key panel: https://amzn.to/2Ga5bN2
- Issuntex 10X16 ft Green Background Muslin Backdrop: https://amzn.to/2HIbacD
- Neewer 3 Packs Dimmable Bi-Color 480 LED: https://amzn.to/2GaPgy2
- MOUNTDOG 2400W Softbox Photography Lighting Kit: https://amzn.to/2HHse2t