

# 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-to-market videos using your mobile device**

**Wednesday, 11 November 2020**  
**9-10am, central time**



**Brian McCornack**  
Kansas State University

E: [mccornac@ksu.edu](mailto:mccornac@ksu.edu)

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](#).

*Resources:*

- <https://passionpassport.com/videography-basics-tips-for-beginners/>
- <https://passionpassport.com/photography-basics-the-rule-of-thirds/>
- Editing 101: <https://www.youtube.com/watch?v=t7OHvkQtaME>
- Mobile editing apps: <https://videoleapapp.com/>; <https://www.apple.com/imovie/>
- [https://www.youtube.com/channel/UCJwzspp5As2\\_hcSfEILNBqg/videos](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

E: [ldiepenbrock@ufl.edu](mailto:ldiepenbrock@ufl.edu)  
T: @LMDiepenbrock @UFCitrusBug

*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.

*Resources:*

- <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

E: [jason@uidaho.edu](mailto:jason@uidaho.edu)

T: @theinsecthunter



*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.

### *Resources:*

- 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

10-11am, central time



**Jonathan Larson**  
University of Kentucky

E: jonathan.larson@uky  
T: bugmanjon, Arthro\_podshow



**Jody Green**  
Nebraska Extension

E: Jgreen17@unl.edu  
T: JodyBugsMeUNL



**Michael Skvarla**  
Penn State University

E: mxs1578@psu.edu  
T: mskvarla36

*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

E: kesheimer@auburn.edu

T: @kesheimerIPM

*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!

#### *Resources:*

- <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

E: [Jessica.kansman@gmail.com](mailto:Jessica.kansman@gmail.com)

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.

*Resources:*

- <https://www.qualtrics.com>
- <https://www.informalscience.org/front-end-evaluation-how-do-you-choose-right-questions>
- <https://www.alchemer.com/resources/blog/how-many-survey-questions/>
- <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.

📍 Clemson, SC 🔗 [southernforesthealth.net](https://southernforesthealth.net) 📅 Joined July 2015

700 Following 3,215 Followers

**David Coyle**  
Clemson University

E: [dcoyle@clemson.edu](mailto:dcoyle@clemson.edu)

T/I: drdavecoyle

W: [https://www.clemson.edu/cafls/faculty\\_staff/profiles/dcoyle](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.

### Resources:

- Facebook, Southern Forest Health page:  
<https://www.facebook.com/southernforesthealth/>
- 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

E: [mccornac@ksu.edu](mailto:mccornac@ksu.edu)  
T: [bmccornack](https://www.bmccornack.com)

*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!

*Resources:*

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