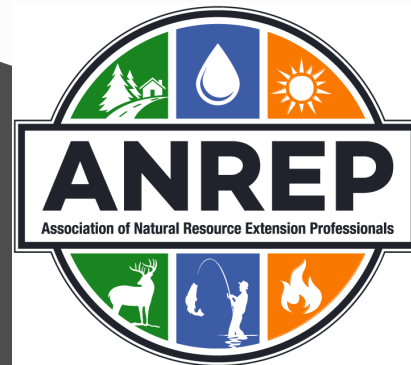


# **WRITING HIGH IMPACT NEWSPAPER, DIGITAL ARTICLES, AND BLOG POSTS FOR THE GENERAL PUBLIC**

Webinar will begin at 1pm EST  
*Today's webinar will be recorded*

<https://anrep.org/>



**Association of Natural  
Resources Extension  
Professionals**



<https://anrep.org/>

# WELCOME & INTRODUCTION

## **ANREP: Association of Natural Resource Extension Professionals**

A national association for Cooperative Extension Service (CES) professionals (and other outreach educators) working in natural resources

Please consider becoming a member!

Benefits: Professional development and networking opportunities, biennial conference (Wilmington, NC in 2026), awards program

# Reaching Your Target Audience & Providing Innovative Programs

## 2025 ANREP Webinar Series

Brought to you by the ANREP Professional & Leadership Development Committee

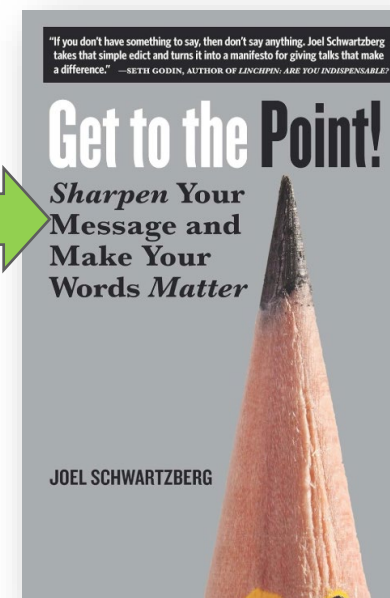


# WEBINAR SERIES

Series developed in response to ANREP Professional & Leadership Development member survey responses (2023) - indicated interest in short, interactive webinars on communications and other topics

One door prize awarded at end of webinar. Fill out the evaluation at the end of the webinar to have a chance to win

More information about this committee or the webinar series, please contact: Holly Campbell, Chair, ANREP PLD, [hollycam@uga.edu](mailto:hollycam@uga.edu)





# TODAY'S WEBINAR

Presented by:

**Dr. David Coyle**

Associate Professor Forest  
Health and Invasive Species,  
Forestry and Environmental  
Conservation Department,  
Clemson University



# Writing high impact newspaper, digital articles, and blog posts for the general public

2025 ANREP Webinar Series  
13 January 2025



Dr. Dave Coyle  
Dept. of Forestry and  
Environmental Conservation  
Clemson University  
@drdavecoyle

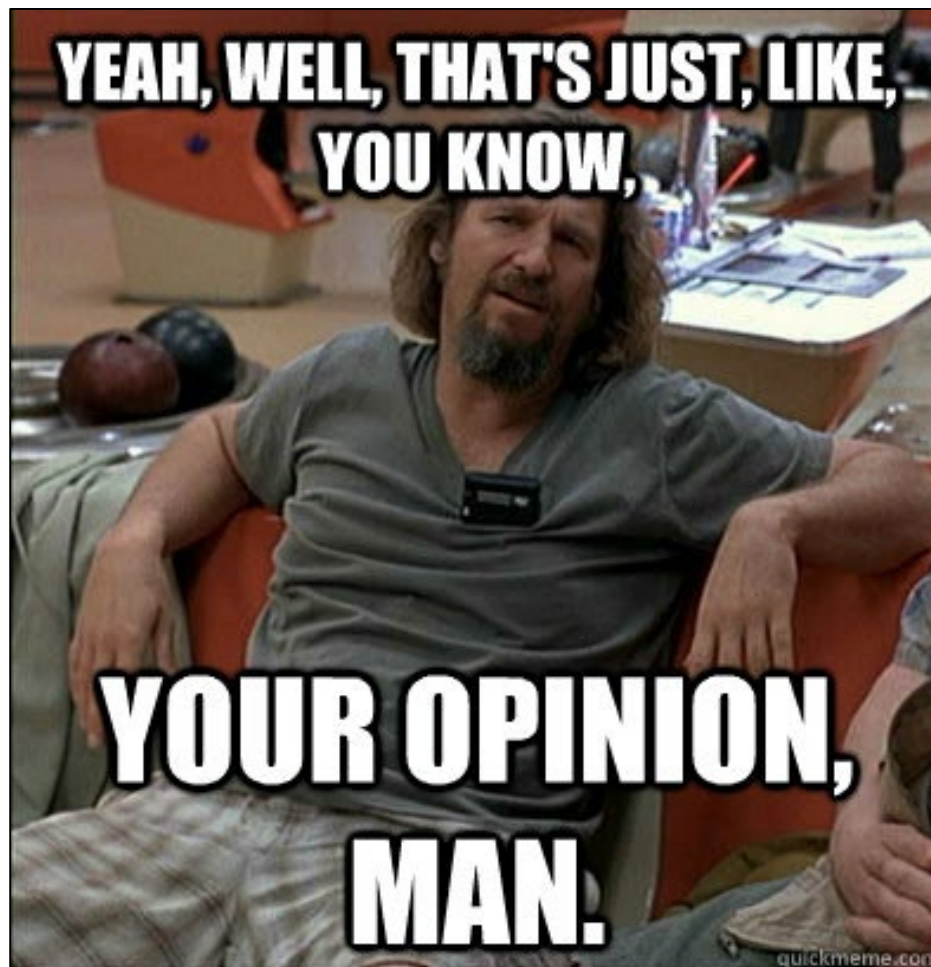


**COOPERATIVE EXTENSION**  
*College of Agriculture, Forestry and Life Sciences*



*Department of*  
**FORESTRY AND ENVIRONMENTAL  
CONSERVATION**

But first...a disclaimer...



# What are we talking about?

Newspapers

Blog posts

Magazines

Social media posts

# How does this work?

Newspapers

Make pitches

Have good images

Usually work with editor but how much varies

# Newspaper examples

National newspaper – just interviewed

**The New York Times**

State newspaper – just interviewed, help w/ text



Local newspaper – you write it!

**The Oconee Enterprise**

# How does this work?

Blog posts – depends on the blog!

If big organization:

Make pitches

Have good images



Usually work with editor but how much varies

# How does this work?

Blog posts – depends on the blog!

Official university blogs

(e.g., Clemson HGIC: <https://hgic.clemson.edu/>)

Work with editor but YOU do most of the writing



# How does this work?

Blog posts – depends on the blog!

If private blog, you do what you want



...but is it a legitimate source of info?

# How does this work?

Digital articles (e.g., magazines)

Typically you will:

Make pitches

Need good images

Usually work with editor but how much varies

# Digital articles examples



## **A New, Giant Spider Has Moved Into America's Most Popular National Park**

Joro spiders, a much-maligned species of arachnid with a leg span that can top 3 inches, have officially been spotted in Great Smoky Mountains National Park. Scientists say they're harmless to humans—but their effect on the environment is still up in the air.

Updated Nov 22, 2024



Adam Roy

Follow

<https://www.backpacker.com/news-and-events/news/joro-spider-great-smoky-mountains/>

# Digital articles examples



# Digital articles examples



## EDUCATING STUDENTS AND LANDOWNERS

MANY LANDOWNERS DEAL WITH EXTENSION FORESTERS, WHO WORK FOR BOTH STATES AND UNIVERSITIES, SERVING STUDENTS AND THE PUBLIC. HOW DO THEY BALANCE THE TWO ROLES?

BY DAVID COYLE AND ALICIA CHRISTIANSEN

As a forest landowner, you likely interact with many forestry experts. Private consulting foresters work for landowners to help them reach their goals and objectives for their forest property, such as timber harvesting, planting trees, writing a management plan, or controlling competing vegetation.

Your state's forestry department is usually the regulatory authority for state forest practice laws and is responsible for ensuring that these laws are followed by landowners and operators. But what about your local extension service?

You may have seen advertisements for classes/tours offered by extension or read an informative publication produced by your state's extension service. But what does the extension service—specifically, extension foresters—do, and how can it benefit you as a forest landowner?

Forest landowners might need clarification on the job description of extension foresters. Are they employed by the state, a university, or both? Is their role to deal with the public, to teach college students, or a mix of the two? Who pays them, and how do you become one?

Some Extension Foresters can seem like college professors. Indeed, they're often part of a school's faculty, have an office in the department, teach a class or two, and conduct research. Other extension folks rarely come near a university because they're focused on and based in a specific region or community. Regardless, extension foresters' salaries come from the university as they are all state employees. Our goal in this article is to debunk the mystery of extension and extension foresters and share how this service is a valuable resource to landowners across the U.S.

The Smith-Lever Act of 1914 formalized extension, but its roots date back to the early 1800s with agricultural clubs and societies. Over the last century, extension has adapted to changing times and landscapes. Extension provides non-formal education and learning opportunities for people throughout the country, from forestland owners to farmers, youth, and urban residents.

Emphasis is placed on taking knowledge acquired through research and education and bringing it directly to people to create

positive change. While all universities engage in research and teaching, extension is unique because it is housed within the 100-plus land-grant colleges and universities that offer a statewide extension service.

Through extension, higher institutions can bring vital, practical information to landowners, producers, small business owners, consumers, families, and youth. Each university's extension service offers programs and services relevant to communities in that region or state.

Some popular programs many people are familiar with that are housed within extension include 4-H and master gardeners. Other vital focus areas for extension include agriculture, forestry and natural resources, home horticulture, food preservation and safety, and nutrition education.

Each state varies in the specific topics or program areas, their extension service offers, how many employees they have, how large their service areas are, and the focus of each position. All these things depend on the unique community needs in that state.

While there are many types of positions within the extension service, two primary types of employees will interact the most with landowners: agents and specialists. Agents typically have a Bachelor's or Master's degree, while specialists usually have a Ph.D. and are often a part of that University's faculty (some Agents are also faculty members, depending on the state).

Each state with forest resources usually has several extension agents focused on forestry and natural resources, each working in a dedicated region, and several statewide topic specialists working in certain forestry and natural resources subject areas. Extension Agents provide outreach activities and educational programs to a diverse set of audiences that often include forest landowners, homeowners in the wildland-urban interface, professional natural resource managers such as foresters and loggers, collaborative conservation groups and watershed councils, policymakers, forest products firms, Tribes, youth, and economic development officials.

Extension agent focus areas are vast and can include forest health, silviculture, private forest land management, reforestation,

# How does this work?

Social media  
(it's basically the Wild West)



What should I put in there?



# Content for digital articles should be:

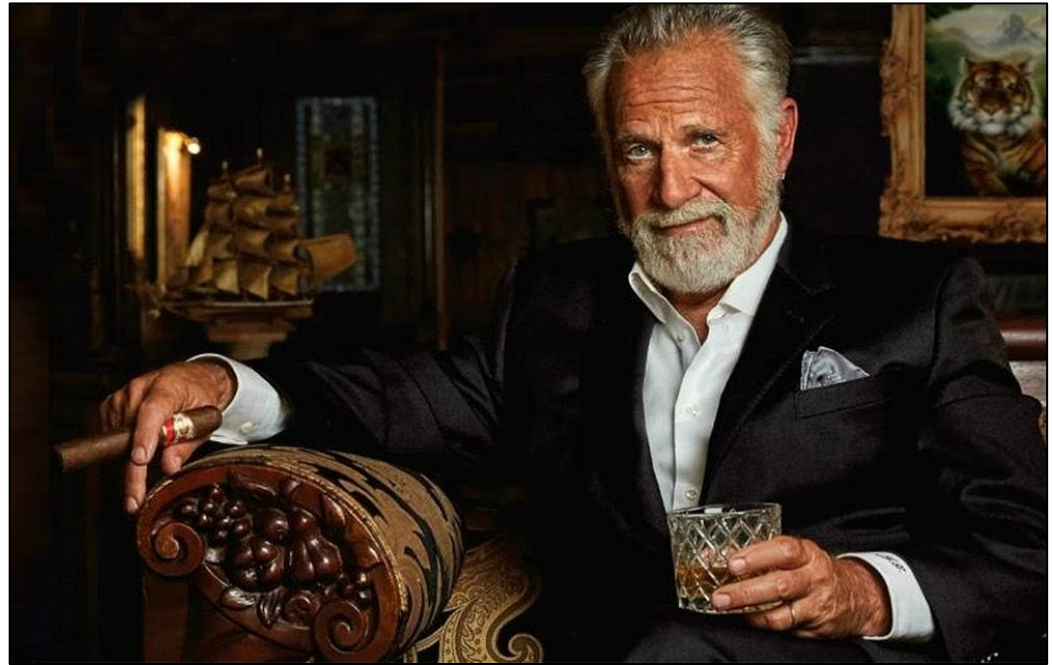
Timely



# Content for digital articles should be:

Timely

Interesting



# Content for digital articles should be:

Timely

Interesting

Useful



# Content for digital articles should be:

Timely

Interesting

Useful

**Relevant**



# So how do you write these things?

Con conversationally

No jargon (if you use it, explain it)

Only necessary information

Helpful links are great!

# How do you know it's ready?

Get yourself a Betty!!



Seriously though, have someone outside your discipline read it.

Measuring the  
impact of your  
digital article

Digital writing is  
like fireworks



It's here.



It might be  
awesome.



And then it's gone.



# Measuring impact

Page views

Downloads

Social media metrics

Readership/subscribership

\*all are estimates only\*

(you don't know who actually read the article)

(you can't really measure the impact without targeted follow-up surveys)

# Questions?

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

The socials: @drdavecoyle

[www.drdavecoyle.com](http://www.drdavecoyle.com)



*Department of*

**FORESTRY AND ENVIRONMENTAL  
CONSERVATION**



**COOPERATIVE EXTENSION**

*College of Agriculture, Forestry and Life Sciences*

# Reaching Your Target Audience & Providing Innovative Programs

Association of Natural Resource Extension Professionals (ANREP)


2025 Professional & Leadership Development Committee Webinar Series



Find all the upcoming & recorded Webinars from the ANREP series on the Forestry Webinar Portal ([forestrywebinars.net](https://forestrywebinars.net)):

<https://forestrywebinars.net/sponsor-pages/association-of-natural-resource-extension-professionals-anrep>

## 2. Save the webinar to your Calendar!

Click on the export to calendar link,  in order to save this event on your calendar

This webinar is scheduled for

 Export to calendar

Advance Registration IS Required!

**HOW TO JOIN**

## 3. Join the Webinar

by clicking the Join button up to 30 Minutes before the webinar starts.

This Join button will appear 30 minutes before the webinar start time



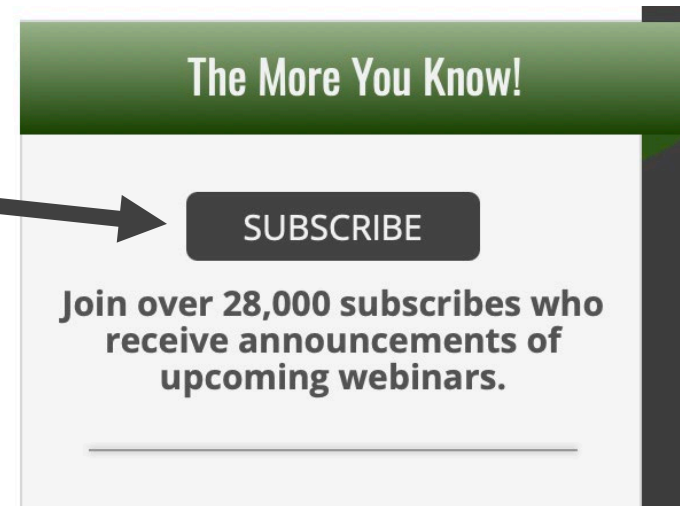
# Subscribe to the Webinar Portal to learn about upcoming webinars!

Go to: <https://forestrywebinars.net>

Click subscribe (lower right side of page)

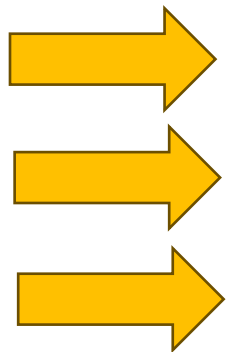


**FORESTRY**  
AND NATURAL RESOURCES  
WEBINAR PORTAL



## Thank you for joining this webinar

Recordings will be available after the live version. You can also certify your attendance, provide feedback, and complete the evaluation



### Start, View and Complete the Webinar

**i** Do not close this browser window until you complete both STEP-1 and STEP-2.

#### STEP-1 Start and View the Webinar Event using Cisco WebEx **START WEBINAR**

Click the **Start Webinar** button to view the Cisco WebEx webinar. Once you click the **Start Webinar** button, your browser will launch the webinar using a new browser window/tab or by using the Cisco WebEx add-in or app. The webinar audio is broadcast through your device's speakers or headset. If this is a live webinar and a telephone dial-in is available, it should have been provided to you on the webinar details page. If not, it will be provided after you join Cisco WebEx.

**If you get disconnected during the Cisco WebEx session,** click **REJOIN THE WEBINAR** to re-establish your connection. Do not click the "Start Webinar" button again, and do not return to and begin registration for the webinar as your participation timer will start over and you may not qualify to receive CEUs and/or a certificate of completion if they are available.

After you view the entire webinar, continue with STEP-2 to complete the webinar workflow steps required to certify your participation to receive CEUs and/or a training certificate and rate and provide feedback about this webinar.

#### STEP-2 Complete the Webinar Workflow Steps After Viewing **COMPLETE WEBINAR**

Once you viewed the entire webinar and the webinar has ended, return to this page and click the **Complete Webinar** button. You will be prompted to complete the post-webinar workflow processes and your attendance in this webinar will be confirmed on the Webinar Portal.

**If you click Complete Webinar before you view the entire webinar, you may not be eligible for CEUs and/or a certificate of completion. This webinar is a timed event, and you must participate for its duration or, for live webinars, until the moderator instructs you to proceed.**

Once you click the **Complete Webinar** button, please be patient and wait for the screen to reload. For live webinars with a lot of participants, it may take up to a minute or two for the screen to load. If you receive the error message "Connection Reset by Server", this is due to the overwhelming number of webinar participants. If you get this message, please wait 1-2 minutes before trying the **Complete Webinar** button again to resolve the issue.

If you encounter a technical issue with any of the webinar workflow steps after continuing with STEP-2, return to this page and click the **Complete Webinar** button again before you contact technical support.

Follow instructions under STEP-1 to start the live Zoom Session. The Zoom session will open in a new window.

Upon completion of the live session, return to this open browser window and follow the instruction under STEP-2. Here you'll be able to certify your attendance for a certificate and CEU and you'll also be able to rate and leave feedback.

# REMINDER

Complete the webinar evaluation (at the end of the webinar) to have a chance to win!

More information about this committee or the webinar series, please contact: Holly Campbell, Chair, ANREP PLD, [hollycam@uga.edu](mailto:hollycam@uga.edu)

"If you don't have something to say, then don't say anything. Joel Schwartzberg takes that simple edict and turns it into a manifesto for giving talks that make a difference." —SETH GODIN, AUTHOR OF *LINCHPIN: ARE YOU INDISPENSABLE?*

## Get to the Point!

*Sharpen Your Message and Make Your Words Matter*

JOEL SCHWARTZBERG

