

HIGH IMPACT SHORT VIDEOS: MOVING FROM AWARENESS TO ACTION

30-Minute Webinar

Webinar will begin at 1:30pm 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, national natural resource education initiatives, 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 member survey which indicated interest in short, interactive webinars on a variety of topics, including communications and media.

Note: These webinars are designed to be brief (only 30 minutes) and only provide main points and best practices of the topic covered

One door prize awarded at end of webinar. 

More information about ANREP or the webinar series, please contact: Holly Campbell, Chair, ANREP PLD, hollycam@uga.edu



Access other webinars in the series:

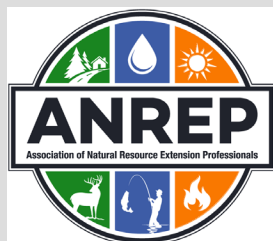
<https://forestrywebinars.net/sponsor-pages/association-of-natural-resource-extension-professionals-anrep>

TODAY'S WEBINAR:

High Impact Short Videos: Moving from Awareness to Action

Presented by:
Dr. Nick Fuhrman
("Ranger Nick")

Associate Dean for Outreach &
Meigs Professor of
Environmental Education,
UGA Warnell School of
Forestry & Natural Resources



High Impact Short Videos: Moving from Awareness to Action

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What are you thinking about
right now?



Turning Down the Noise

- ◆ Stimulate thought (ask a question)

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- ◇ Action-oriented (generate commitment)

Turning Down the Noise

- ◆ Stimulate thought (ask a question)
- ◆ Audience relevance (WII-FM)
- ◆ Lead into a story (voice tone, personality)
- ◆ Action-oriented (generate commitment)
- ◆ Don't forget to circle back (answer that question)

Turning Down the Noise

- ◆ **S**timulate thought (ask a question)
- ◆ **A**udience relevance (WII-FM)
- ◆ **L**ead into a story (voice tone, personality)
- ◆ **A**ction-oriented (generate commitment)
- ◆ **D**on't forget to circle back (answer that question)



Your Take Home Message

- ◆ What *appetizer* will you use to turn down the noise?



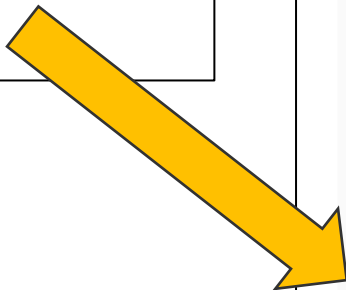
- ◆ How will you circle back (D in SALAD)?

DOOR PRIZE



To win the prize (wireless lapel microphone), be the **FIRST** to enter your answer to the host's question in the [Webinar Chat Box!](#)

Recordings will be available after the live version. You can also certify your attendance, provide feedback, and complete the evaluation (Step 2)



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 devices speakers or headset. If this is a live webinar and a telephone dial-in is available webinar audio, it should have been provided to you on the webinar details page. If not, it will be provided after you join Cisco WebEx.

REJOIN THE WEBINAR

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.

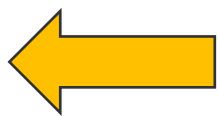
Follow instructions under STEP-1 to start the live Zoom Session. The Zoom session will open in a new window.

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.

The More You Know!

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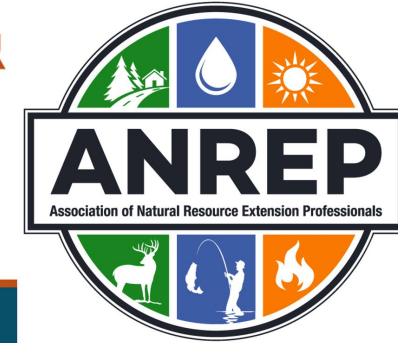
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2025 Professional & Leadership Development Committee Webinar Series



2. Save the webinar to your Calendar!

Click on the export to calendar link,



This webinar is scheduled for



Export to calendar

in order to save this event on your 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



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