

RADIO SUCCESS WITH MARINE SCIENCE MINUTE

30-Minute Webinar

Webinar will begin at 3:00pm 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.

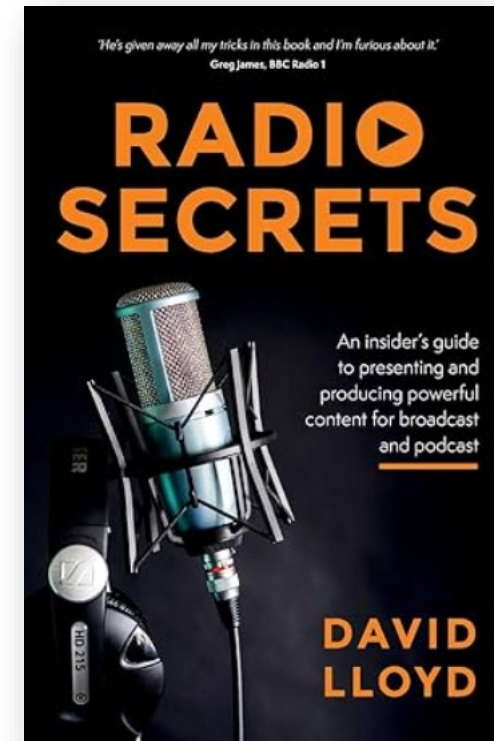
Note: These webinars are designed to be brief (only 30 minutes) and only provide main points and best practices of the topic covered

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:

Radio Success with Marine Science Minute

Presented by:

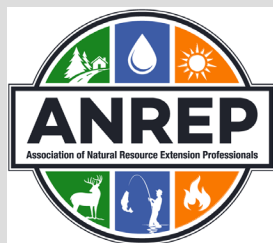
Ana Zangroniz

Florida Sea Grant
Extension Agent,
University of Florida
(UF)-IFAS



Savanna Barry

Regional Specialized
Extension Agent at the
UF-IFAS Nature Coast
Biological Station



Radio Success with Marine Science Minute

Dr. Savanna Barry
Florida Sea Grant
Regional Specialized
Extension Agent,
UF/IFAS Extension



Ana Zangroniz
Florida Sea Grant
Extension Agent,
UF/IFAS Extension
Miami-Dade County

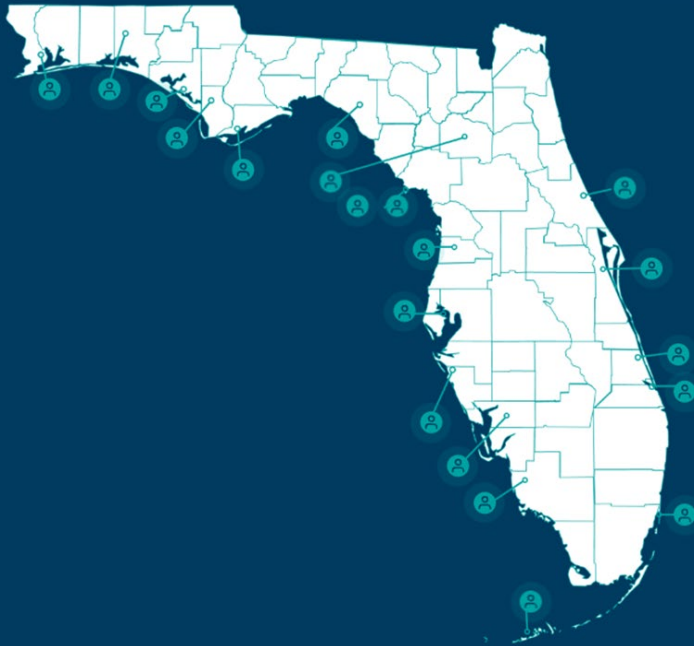


WELCOME TO FLORIDA SEA GRANT

EXTENSION AGENTS

Find Your Local Agent

Looking for your local Florida Sea Grant extension agent? Explore below to locate and learn more about our 20 extension agents.



- Community-embedded faculty
- 20+ Agents statewide
 - 1 SSA, 6 RSAs, 14 county/multi-county agents



Carolyn Kovacs



Dr. Lisa Krinsky



Katherine Rose



Michael Sipos



Erik Lovstrand



Rick O'Connor



Armando Ubeda



Ana Zangroniz



FLORIDA SEA GRANT



Sea 
Grant
FLORIDA

- *Science Serving Florida's Coasts*
- Funding: National Oceanic and Atmospheric Administration (NOAA)
- Research, Extension, and Teaching missions
- Focus areas:
 - Healthy Coastal Ecosystems
 - Sustainable Fisheries & Aquaculture
 - Coastal Resilient Communities & Economies
 - Environmental Literacy & Workforce Development

WORK ACTION GROUPS

Aquaculture

Resilience

Fisheries

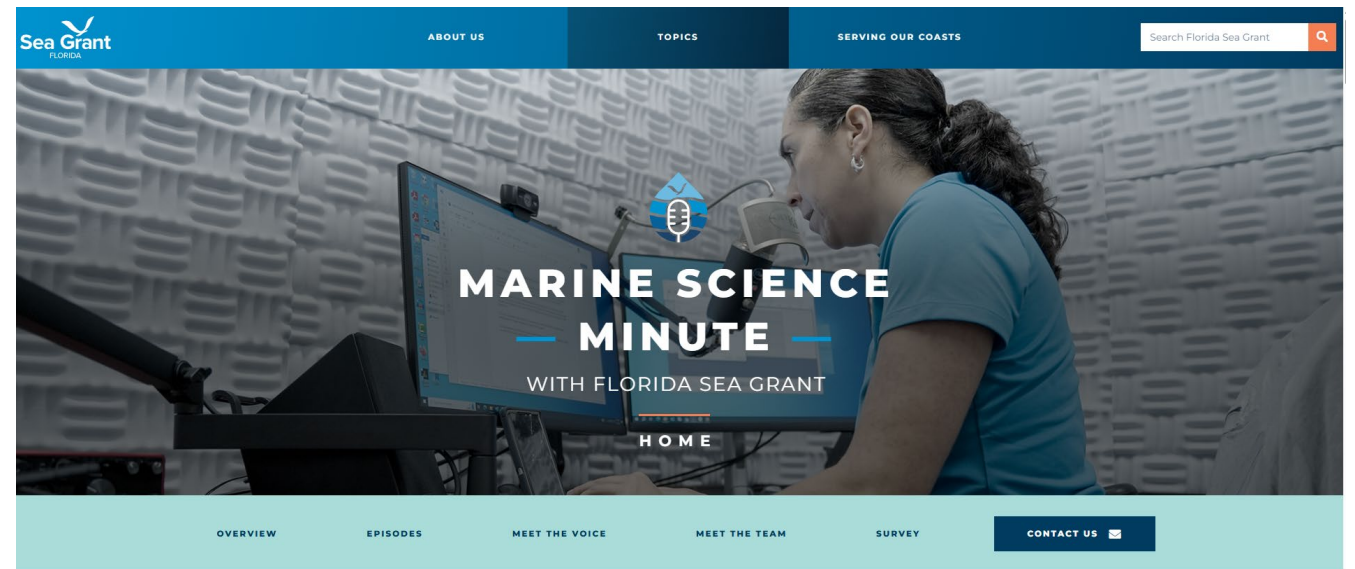
**Shorelines,
Estuaries, and
Aquatic Systems**

COASTAL RADIO SPOTS

- SEAS WAG meetings: current project time and new project development
- 2023 in-person SEAS WAG
- “Animal Air Waves” inspiration
- I-minute radio modules
- Logistics: production costs, airtime costs, evaluation.
- Project objectives:
 - Increase name recognition for Florida Sea Grant
 - Increase access and use of FSG resources
 - Educate inland audiences about coastal issues
 - Most visitors to the coast live in inland areas

THE PROCESS

- Subgroup to define and discuss topics (52)
- Agents/Specialists/Affiliates to create content
- Peer review & jargon review
- Draft recording
- Visuals/website links for Comms team
- Epic Excel tracker



Streaming 60-Seconds of Science Every Week

THE PROCESS

	Month	Week	Spot number	Topic	Writer	Script reviewed for 2025-2026	Script Written	Draft Recorded	Jargon review (Sarisha)
2	April 2024	1	1	Earth Day (time sensitive) Intro to Florida Sea Grant	Savanna	X	X	X	X
3		2	2	Oyster restoration	Holly	X	X	X	X
4		3	3	Sea Turtles	Carolyn	X	X	X	X
5		4	4	Vessel Discharge Laws	Vicki	X	X	X	X
6	May 2024	1	5	Hurricane Awareness (time sensitive)	Anna	X (CK)	X	X	X
7		2	6	Catch and Release fishing	Nick Haddad	X (CK)	X	X	X
8		3	7	Safe Boating Week (time sensitive) Find a Pumpout	Vicki	X	X	X	X
9		4	8	Sargassum	Ana	x	X	X	X
10		5	9	Goliath Grouper (time sensitive)	Ana	x	X	X	X
11	June 2024	1	10	World Ocean Day (time sensitive)	Ana	x	X	X	X
12		2	11	Scalloping (time sensitive)	Savanna	X	X	X	X
13		3	12	Return 'em right	Nick Haddad	X (CK)	X	X	X
14		4	13	Rip currents	Carolyn	X	X	X	X
15	Jul-24	1	14	Clean Beaches	Carolyn	X	X	X	X
16		2	15	Lobstering	Mike Sipos	X	X	X	X
17		3	16	Artificial Reefs	Victor	X	X	X	X

Activate Windows
Go to Settings to activate Windows

COASTAL RADIO SPOTS → MARINE SCIENCE MINUTE

- The name
- Music by Victor Blanco
- Recording by Ana Zangroniz



MARINE SCIENCE
— M I N U T E —
WITH FLORIDA SEA GRANT

SCRIPTS

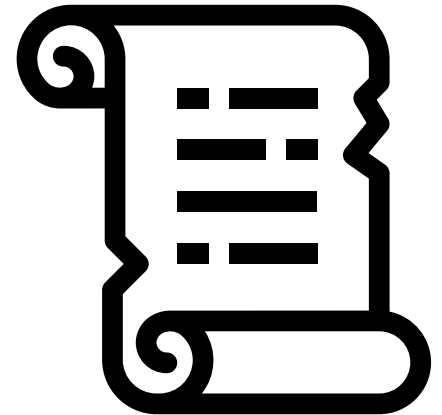
Today on Marine Science Minute with Florida Sea Grant: Meet Florida Sea Grant

Dive into the wonders of our coastal communities with Florida Sea Grant. Committed to protecting our state's precious aquatic resources, Florida Sea Grant supports research, education, and extension activities that inform the sustainable use of our coastline.

From safeguarding vibrant marine ecosystems to boosting our vital seafood industry, Florida Sea Grant programs run as deep as our oceans! In this new radio series, we will provide quick glimpses into how Florida Sea Grant is making waves for a brighter, bluer tomorrow.

You can celebrate Earth Month by checking out Florida Sea Grant's programs and staying tuned to hear how **you** can support the ocean!

For information about this and other coastal topics, contact your county extension office or visit Florida Sea Grant at flseagrant.org.

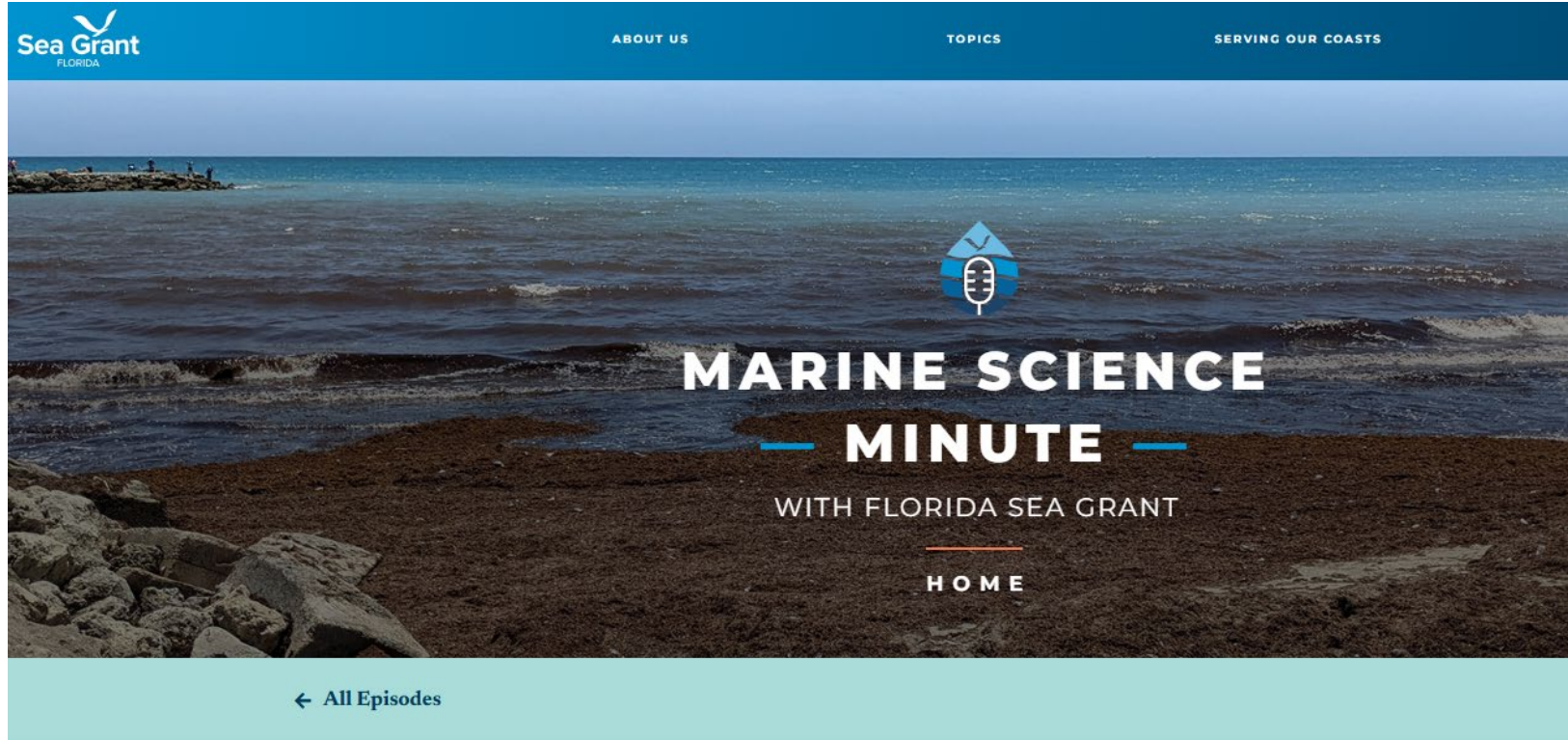


THE RECORDING

- PRACTICED ALL 52
- INTRO AND OUTRO FIRST
- RECORDED ALL 52 OVER 3 DAYS



THE RECORDING



MARINE SCIENCE MINUTE

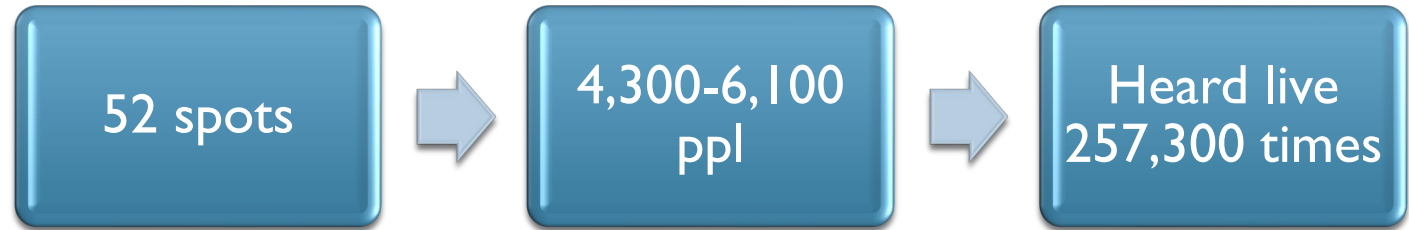
Episode 8: Sargassum



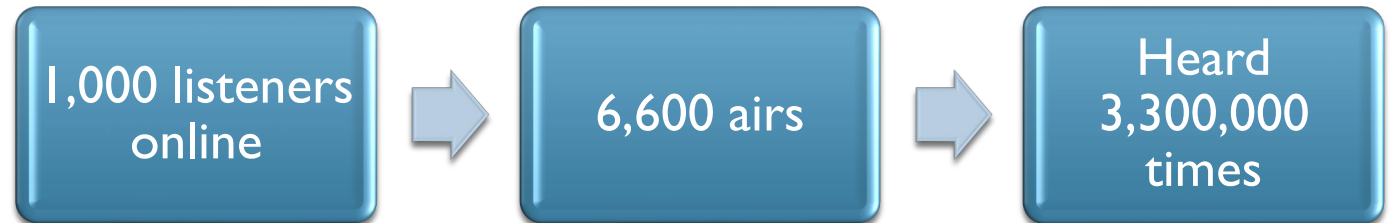


MARINE SCIENCE
— M I N U T E —
WITH FLORIDA SEA GRANT

WUFT (NPR):

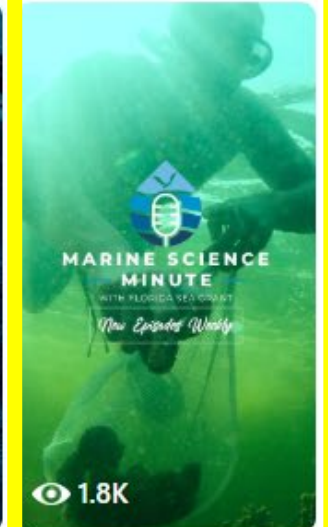
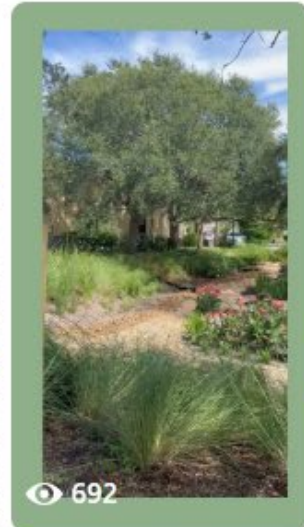


SURF 97.3 FM:

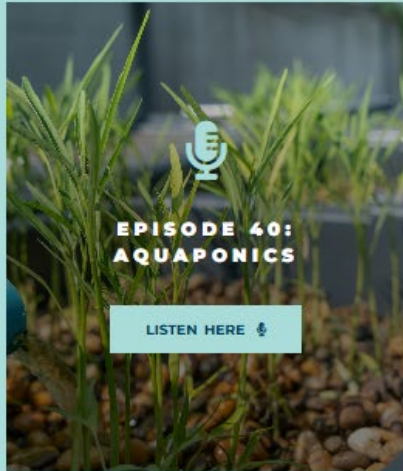


RESULTS

SOCIAL MEDIA RESULTS



WEBSITE RESULTS



EPISODE 40:
AQUAPONICS

LISTEN HERE



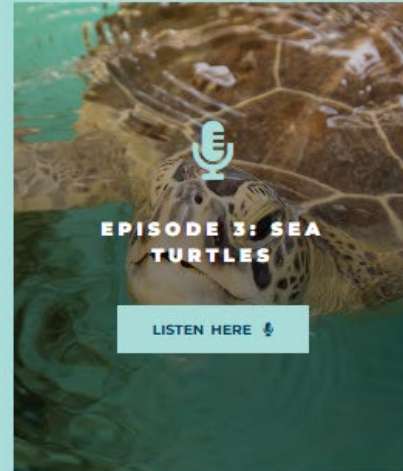
EPISODE 1: MEET
FLORIDA SEA GRANT

LISTEN HERE



EPISODE 2: OYSTER
RESTORATION

LISTEN HERE



EPISODE 3: SEA
TURTLES

LISTEN HERE



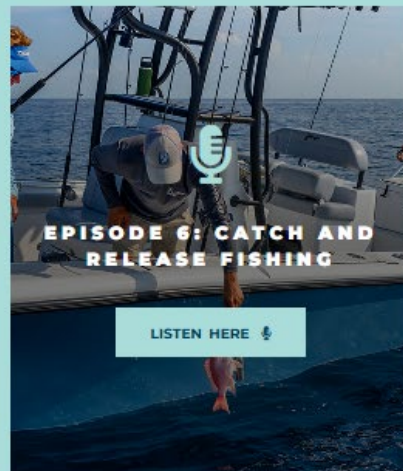
EPISODE 4: VESSEL
DISCHARGE LAWS

LISTEN HERE



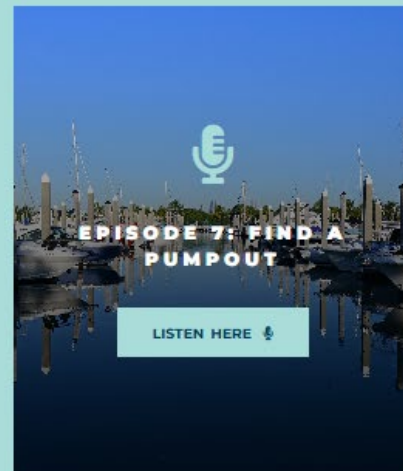
EPISODE 5: HURRICANE
AWARENESS

LISTEN HERE



EPISODE 6: CATCH AND
RELEASE FISHING

LISTEN HERE



EPISODE 7: FIND A
PUMPOUT

LISTEN HERE

2023	2024
2,769 users / 3,483 sessions	4,718 users / 11,330 sessions



MARINE SCIENCE — MINUTE —

WITH FLORIDA SEA GRANT

Feedback Survey

Thank you for taking the time to provide your thoughts about the Marine Science Minute program!

Please indicate your level of agreement with the following statements

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Not Applicable
Marine Science Minute increased my awareness of Florida Sea Grant and the work we do	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I learned something new from Marine Science Minute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I plan to apply or implement something I learned through	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EVALUATION

AWARDS



LET THE FUN BEGIN!

- Create your own 1-minute radio spot.
- 30 seconds = ~80 words
- Choose a topic, consider your audience
- Craft your message and prepare to share with the large group

SHARE YOUR SPOTS

- How was it?
- Which was most interesting/effective?
- What might you consider to do this in your own program?

THE MARINE SCIENCE MINUTE TEAM!



THANK YOU!

azangroniz@ufl.edu

savanna.barry@ufl.edu

FB & IG:

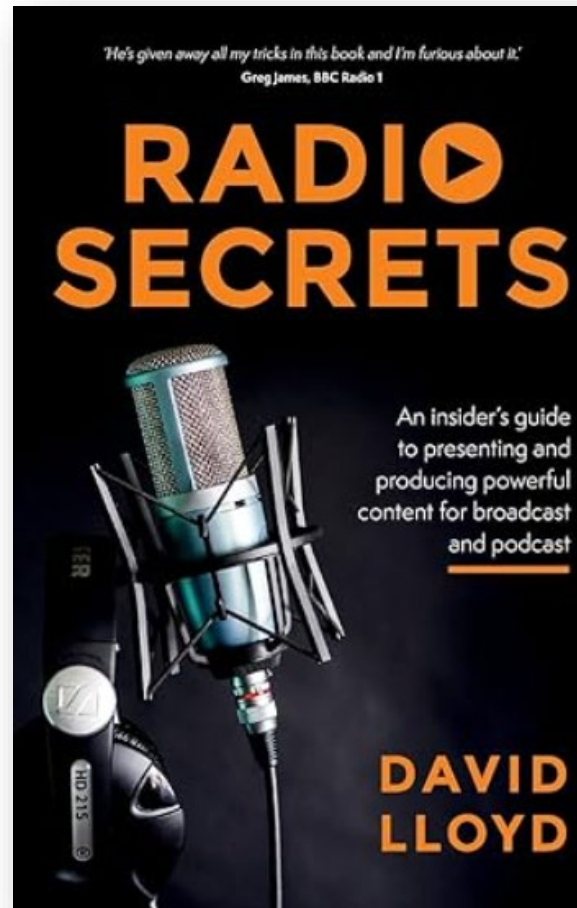
[@miamidadeseagrant](#)

[@floridaseagrant](#)

Please, take our evaluation!

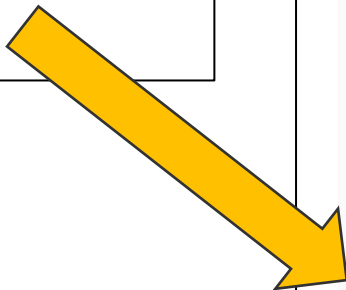


DOOR PRIZE



To win the prize, 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.

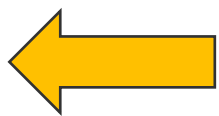
Follow instructions under STEP-1 to start the live Zoom Session. The Zoom session will open in a new window.

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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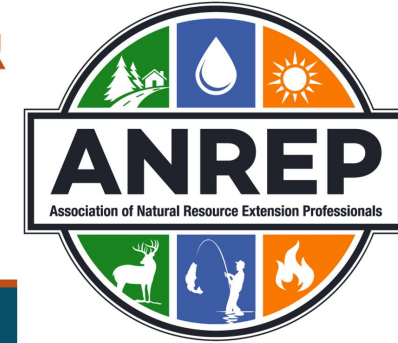
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Association of Natural Resource Extension Professionals (ANREP)

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



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