A Researcher and a Podcast Walk Into a Bar: What Could Possibly Go Wrong?

Anton Bekkerman
Dept. of Agricultural Economics and Economics

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What *do* researchers talk about over a beer?
Even publications and presentations *intended* for broader audiences may still be inaccessible or effective.

I’ve done this, have you?

- “Everyone knows what these regression results mean!”
- “Who hasn’t heard of [insert latest innovation or highly specific term]?”
- “These slides went over great at my presentation. I’ll just post them online. Everyone will know exactly what I meant!”
A Few Other Issues

- Research and Extension programs are being slimmed down, while outreach demands increase.

- Audience is changing—use of social media websites (Pew, 2016):
  - Facebook: 79% overall use (60% use daily)
  - Instagram: 32%
  - Twitter: 25%

- Northern Great Plains region has room for improvement in cost-effective research-based modern communications.
An innovative, complementary platform to traditional outreach and Extension paradigms
Goals and Objectives:

- Overcome communications challenges
- Provide more direct, consistent methods of information and education delivery
- Create stronger and more integrative connections between researchers and industry
- Focus on agricultural issues relevant to the northern Great Plains and mountain west regions
Primary Communication Modes:

- Blog posts (300–500 words)
- Watercooler talk podcasts
- Strong social media presence
- Extremely adaptable and lightweight
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News & Posts

CRPSP

February 1, 2017
Markets Still Value High-Quality Wheat: Can NGP States Capitalize in 2017?

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Sample Blog Posts

- Markets Still Value High-Quality Wheat: Can NGP States Capitalize in 2017?
- For Montana, how appealing is a new pea fractionation plant?
- Montana Protein and Test Weight Schedule Survey, Sept 2016 Update
- What the MGEX wheat carry says about quality and protein premiums
- Is the Russian Wheat Market Contributing to Widening Protein Premiums?
- 8 Factors That Help Predict NGP Wheat Prices
- Wheat Protein Premiums: What Can You Expect in 2016?
Launched in August 2016, but already signs of impact
Weekly Pageviews
Distribution of Users

Researchers & Podcasts
Thank you

Please let me know if:

- You have ideas about content.
- You might want to be a guest contributor.

http://www.AgEconMT.com
anton.bekkerman@montana.edu