



BEST PRACTICES TO
COMMUNICATE
EXTENSION'S RELEVANCE
AND CREDIBILITY

AN 1862 & 1890 LAND-GRANT PARTNERSHIP



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AN 1862 & 1890 LAND-GRANT PARTNERSHIP



Prepared by the PLN
Communications
Committee
September 2017





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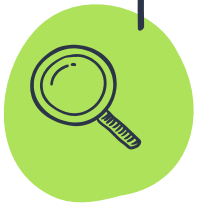
TAKE A DIFFERENT APPROACH TO
WORK YOU'RE ALREADY DOING

Work smarter, not more.

1. SHARE DIFFERENT SIDES OF YOUR STORY

Identify new approaches to traditional subject matter to promote through the media and social media.

- Women (not men) in agriculture careers
- Niche crops (not row crop)
- Multiple ethnicities and ages





VIRGIL WALKER, THIRD-GENERATION FARM OWNER, COMMERCIAL CATTLE PRODUCER
COVINGTON COUNTY, MISSISSIPPI



BETH FOOSE, OWNER OF LITTLE BLUESTEM FARM, SUPPLYING THE FLORICULTURE
INDUSTRY IN MISSISSIPPI

2. WHAT ARE THE UNTOLD STORIES ABOUT YOUR CLIENTELE?

Try taking a more feature approach (as opposed to journalistic) for these stories, and lead with testimonials that parallel the impacts you are ultimately trying to convey.

Sometimes seeing a photo and hearing someone else's words can have a significant positive impact on the way the public, legislators, and stakeholders view Extension work.

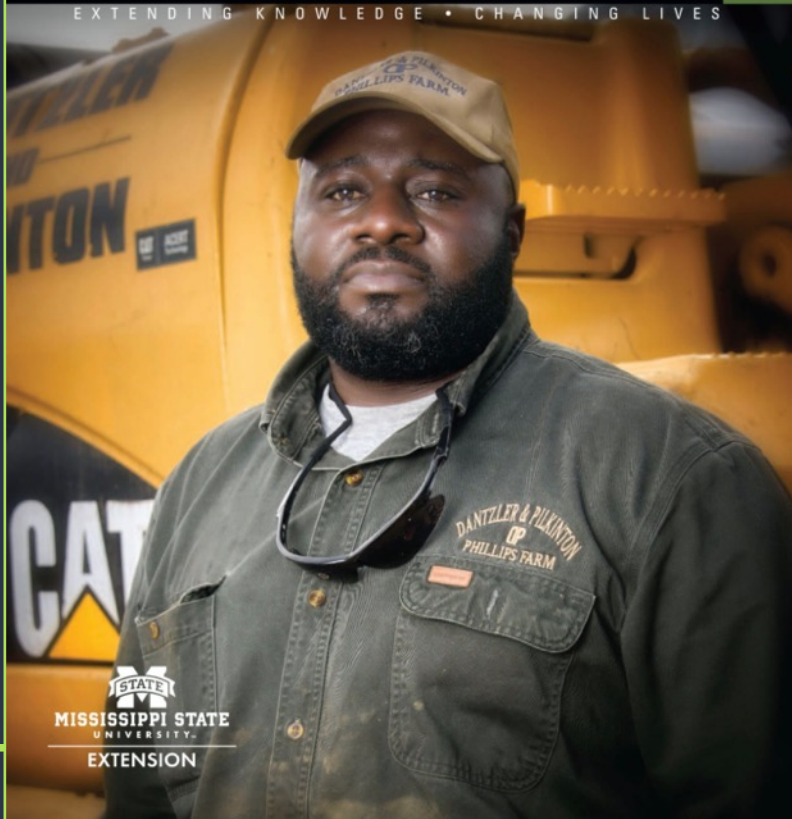


VOLUME 2 • NUMBER 2

Extension MATTERS

MAGAZINE OF THE
MISSISSIPPI STATE UNIVERSITY
EXTENSION SERVICE

EXTENDING KNOWLEDGE • CHANGING LIVES




MISSISSIPPI STATE
UNIVERSITY
EXTENSION



TONY DANTZLER, PARTNER IN DANTZLER &
PILKINTON FARM



Mississippi State University Extension Service

Published by Hootsuite · December 8, 2020 ·

Whether it's COVID-19 or severe weather, MSU Extension is always here for you and your community. Here's one example of how an MSU Extension agent was able to lend a helping hand after unimaginable destruction in Lawrence County: <http://ow.ly/kiOC50CyF3x> #MSUext



"Our Extension agent was the first to check on us after the tornadoes. Extension cares about the people."

HULON MCKENZIE

Timber producer | Lawrence County



MISSISSIPPI STATE UNIVERSITY™
EXTENSION

TERRY JOE AND HULON
MCKENZIE,

SON & FATHER WHOSE SMALL
FAMILY FARM WAS DAMAGED
IN A 2020 TORNADO



Mississippi State University Extension Service

Published by Hootsuite · December 16, 2020 ·

Jo Ann Robbins had to make several changes when the coronavirus pandemic hit.

"The COVID-19 pandemic impacted my work and my personal life in ways I never dreamed possible," says the Sumrall city clerk and president of the Mississippi Municipal Clerks and Collectors Association. "In years past, we have experienced hurricanes, tornadoes, and flash flooding. But no other natural disaster prepared me for a pandemic."

How Extension helped during a challenging time: <http://ow.ly...> See More



"I can't imagine doing my job as city clerk without the training I've received from Extension."

JO ANN ROBBINS
Sumrall City Clerk | Lamar County



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



"My journey in the first virtual Rural Medical and Science

Scholars program was definitely a rewarding experience. Making lifelong friends that shared a passion of becoming health care professionals was the best part of the program."

LANA EVANS
MADISON COUNTY



"RMSS strengthened my lifelong pursuit of the medical field and transformed my drive in unimaginable ways. While growing my passion for STEM, I was able to foster tremendous relationships with my peers and mentors."

KHAJULA KAMAL
LEE COUNTY



MISSISSIPPI STATE UNIVERSITY™
EXTENSION



Almost every element in a Sally Bell's lunchbox is made from scratch that morning, from the mayonnaise in the potato salad to the zest-flecked orange icing on the cupcake. And you can tell."

- The New York Times

MODIFIED ATMOSPHERIC PACKAGING (MAP), A TECHNOLOGY THAT SUBSTITUTES THE AIR INSIDE A PACKAGE WITH A PROTECTIVE GAS MIX TO KEEP FOOD FRESH LONGER.

SALLY BELL'S KNEW THEY COULD GROW THEIR BUSINESS IF THEY COULD MAKE THEIR POTATO SALAD AVAILABLE IN STORES, BUT IT JUST DIDN'T HAVE THE SHELF-LIFE TO WITHSTAND SHIPPING TO AND SELLING FROM STORES. THEY KNEW THE MARKET WAS THERE, BUT THEY HAD NO WAY TO GET TO IT.

THREE YEARS AGO, VSU AG RESEARCHERS HELPED SALLY BELL'S TRANSITION TO MAP. AT THAT TIME, NO ONE KNEW THAT SHORTLY AFTERWARD, SELLING THEIR PRODUCTS IN STORES WOULD PLAY AN IMPORTANT ROLE IN KEEPING THEIR 96-YEAR-OLD BUSINESS AFLOAT DURING THE PANDEMIC.

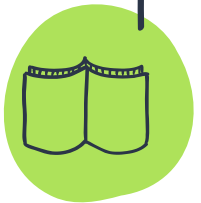


3. MAKE YOUR CONTENT FUN & INTERESTING...TO OTHERS!

Create and share content that is not formal or academic (in the traditional sense) and that your audiences will want to share through the media or social media.

Make sure it's not an ego-boosting exercise for someone in your organization but is relevant and interesting to your readers.

Doing so should result in more people reading your Extension content, especially from younger audiences.



Mississippi State University Extension Service
 Published by Mississippi Ext · May 20 at 12:30 PM ·
 Reposting in honor of #WorldBeeDay!

CARPENTER BEE

- smooth, shiny black bodies
- males have white faces, females have black
- females can sting but usually don't
- nests in wood
- most common species in Mississippi

VS

BUMBLE BEE

- large, hairy bodies
- can be black & yellow or black & white striped
- nests in the ground
- not aggressive unless nest is disturbed

MISSISSIPPI STATE UNIVERSITY - EXTENSION

Mississippi State University Extension Service
 Published by Hootsuite · April 27 ·
 Wait...Is that a carpenter bee or a bumble bee??? They look similar, but they are very different!

Mississippi State University Extension Service
 Published by Hootsuite · February 23 ·

The Eastern Mole is our Critter of the Month!

- Eastern moles are around 5 to 7 inches long and are covered in brown or grey fur. At a glance, they look similar to mice. Due to their resemblance, they are actually more closely related to bats than they are mice! Eastern moles have hairless spade-like claws, and poor eyesight. Their eyes are sensitive to light, hence why they spend so much time underground.
- If moles show up in your lawn, they are just... See More

critter OF THE month

Eastern Mole

MISSISSIPPI STATE UNIVERSITY - EXTENSION

Mississippi State University Extension Service
 Published by Hootsuite · March 19 ·
 It's time to bust some gardening myths!
 Here at Extension, we believe in using research-based information to help us garden. We've compiled a few gardening myths you've probably heard, and we'll sort out what the truth is.
 ♦ MYTH: Add gravel to the bottom of containers to help with water drainage.
 ♦ See More



TOP GARDEN MYTHS DEBUNKED

MYTH: Adding gravel to the bottom of containers helps with drainage.	➔	TRUTH: moving holes in containers
MYTH: Newly planted trees need to be staked.	➔	TRUTH: unnecessary. planted it can't
MYTH: Epsom salt helps prevent blossom end rot in tomatoes.	➔	TRUTH: caused inconsistent salt do
MYTH: Pruning paint or wound dressing needs to be applied when pruning trees.	➔	TRUTH: wound provide


MISSISSIPPI STATE UNIVERSITY - EXTENSION

Mississippi State University Extension Service
 Published by Ellen Graves · February 14 ·
 Wanted to share this Extension resource again...HOW TO PROPERLY DRIP A WATER FAUCET! #MSUext





 **University of Maryland Eastern Shore Extension** ...
Published by Gail Stephens · 1d · 




#specialtyherbs Consultant Henriette den Ouden's 5 "Best Kitchen Herbs" to grow now are basil, parsley, thyme, chives and oregano. Her tips: #herbs like sun, but do fine in shade, and even inside. Make sure to cut off the flower buds from basil, parsley and chives, as it makes them woody and changes the taste. Although, a few chives flowers are very nice to use in salads. Buy the plants, a slightly larger pot and a bag of organic potting soil. Replant them to give them quali... See More








National Herbs And Spices Day
www.NationalDayCalendar.com

62 People Reached 3 Engagements [Boost Post](#)

 1  1 Share

 Like  Comment  Share

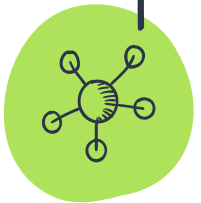
 Comment as University of Maryland Easter...    

4. REPURPOSE CONTENT

If it was worth creating in the first place, then it should be worth sharing multiple ways.

Leverage it in multiple ways for multiple audiences so that you're working smarter, but not harder.

Let's take a look how this can be done....



Volume 2, Issue 5 | May 2023 View as Webpage



Extension Today

News from and about the 1890 Land-Grant Extension System

Visit our Website

VSU College of Agriculture

Growing interest in hydroponics and aquaponics in Virginia

Chris Mullins educates local farmers about hydroponics and aquaponics, and he's fishing for new ways to help them decide what systems will be cost effective for their operations and what crop and fish combinations grow best together. Hydroponics is growing plants in a nutrient solution without soil. Aquaponics combines hydroponics with aquaculture, growing fish.

A Virginia Cooperative Extension (VCE) horticulture specialist at Virginia State University (VSU), Mullins frequently gives workshops on these growing methods and fields questions about hydroponics and aquaponics from the general public, especially since the beginning of the COVID-19 pandemic, when interest in soil-less growing increased.

"We have a lot of people that are interested in these two areas. We get calls from both hobbyists and homeowners interested in using these techniques, as well as larger farmers. They want some aspect of help from us, and we try to accommodate them and help them to reach an end goal," Mullins said.



1890S NEWSLETTER

FEATURED BLOG POSTS



GREENHOUSE, AQUACULTURE

Growing Interest in Hydroponics and Aquaponics in Virginia

Chris Mullins educates local farmers about hydroponics and aquaponics, and he's fishing for new ways to help them decide what systems will be cost effective for their operations and what crop and fish combinations grow best together.

BLOG POST

VSU College of Agriculture
Just now

At VSU, Cooperative Extension Specialist Chris Mullins educates local farmers about hydroponics and aquaponics, helping them decide what systems will be cost effective and what crop and fish combinations grow best together. Hydroponics is growing plants in a... See More



EXT.VSU.EDU

Growing Interest in Hydroponics and...

Chris Mullins educates local farmers about hydroponics and aquaponics, and he's fishing for new ways to...

Like Comment Share

FACEBOOK POST

June 21, 2021 View as Webpage

Virginia State University College of Agriculture

connection

WEEKLY

Research • Academics • Cooperative Extension

Growing Interest In Hydroponics And Aquaponics In Virginia



At VSU, Cooperative Extension Specialist Chris Mullins educates local farmers about hydroponics and aquaponics, helping them decide what systems will be cost effective and what crop and fish combinations grow best together. Hydroponics is growing plants in a nutrient solution without soil. Aquaponics combines hydroponics with aquaculture, growing fish, and it's big business.

According to a report published in January by the research firm Markets and Markets, the \$9.5 billion hydroponics industry is expected to double over the next five years. In Virginia, there are already signs of growth. Since July 2020, Gov. Ralph Northam has announced nearly a half dozen expansions of existing hydroponic operations and new start-ups around the Commonwealth. Many of these companies grow leafy greens, fresh herbs and vegetables and plan to invest more than \$79 million combined in Virginia's economy, creating over 200 new jobs. [Read more.](#)

VSU COLLEGE OF AG
NEWSLETTER

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MISSISSIPPI STATE UNIVERSITY
EXTENSION

4H | ABOUT EXTENSION | AGRICULTURE | COMMUNITY | FAMILY | FOOD AND HEALTH | INSECTS | LAWN AND GARDEN | NATURAL RESOURCES

EXTENSION FOR REAL LIFE

Critter of the Month: Eastern Gray Squirrel




Photo from Canva Pro

Most people have a love-hate relationship with squirrels. It's fascinating to watch them jump from tree branch to tree branch, searching for any food in sight. At the same time, they can also be quite a nuisance to homeowners. Mississippi is home to two species of squirrels, but the Eastern gray squirrel is the most numerous. An easy way to identify this squirrel is by its white belly and bushy tail. Eastern gray squirrels are generally gray but can also have red or brown fur.

Squirrels are abundant in a variety of different habitats. They generally prefer forests but can also be found in urban and suburban neighborhoods. If there is a wooded area, there are most likely squirrels around.

BLOG POST

Mississippi State University Extension Service
Published by Hootsuite · 17 hrs ·

Critter of the Month: Eastern Gray Squirrel

Most people have a ❤️love-hate❤️ relationship with squirrels...

- 😬 They can be cute.
- 👉 They can also be a nuisance.

Here's what you need to know about this critter: <http://ow.ly/VjTr50F3mUd> #ExtensionForRealLife #MSUext

critter OF THE **month**



MISSISSIPPI STATE UNIVERSITY
EXTENSION

FACEBOOK POST

5. EMBRACE DIVERSITY & INCLUSION EVERY DAY

Be intentional about authentically integrating diversity and inclusivity in your daily communications, not just for Black History Month or Women's History Month. When you do it regularly, it will become natural and not seem forced, and it will ensure people understand the full scope of the audiences you serve.



MSU DAYM Calendar Add Event News Blog Newsletters Publications Programs Shows County Offices Extension Units Instance Education Staff Directory

MISSISSIPPI STATE UNIVERSITY
EXTENSION

Search Extension Search

4-H ABOUT EXTENSION AGRICULTURE COMMUNITY FAMILY FOOD AND HEALTH INSECTS LAWN AND GARDEN NATURAL RESOURCES



Extension MATTERS

MAGAZINE OF THE MISSISSIPPI STATE UNIVERSITY EXTENSION SERVICE

Safe Teaching



Eileen Hollander, Pearl River County Master Gardener

Webinar series provides Extension programming virtually

Story by Nathan Gregory • Photos by Kevin Hudson

Wearing a face mask and keeping his social distance, Dr. Christian Stephenson dropped by Eileen Hollander's Poplarville home in early September. He was there to help her identify scale insects on the mulberry trees in her garden and suggest research-based remedies.



Articles in this Issue

- Blessing Others
- Keeping the Pace
- Developing Leaders
- Safe Teaching
- Going Virtual



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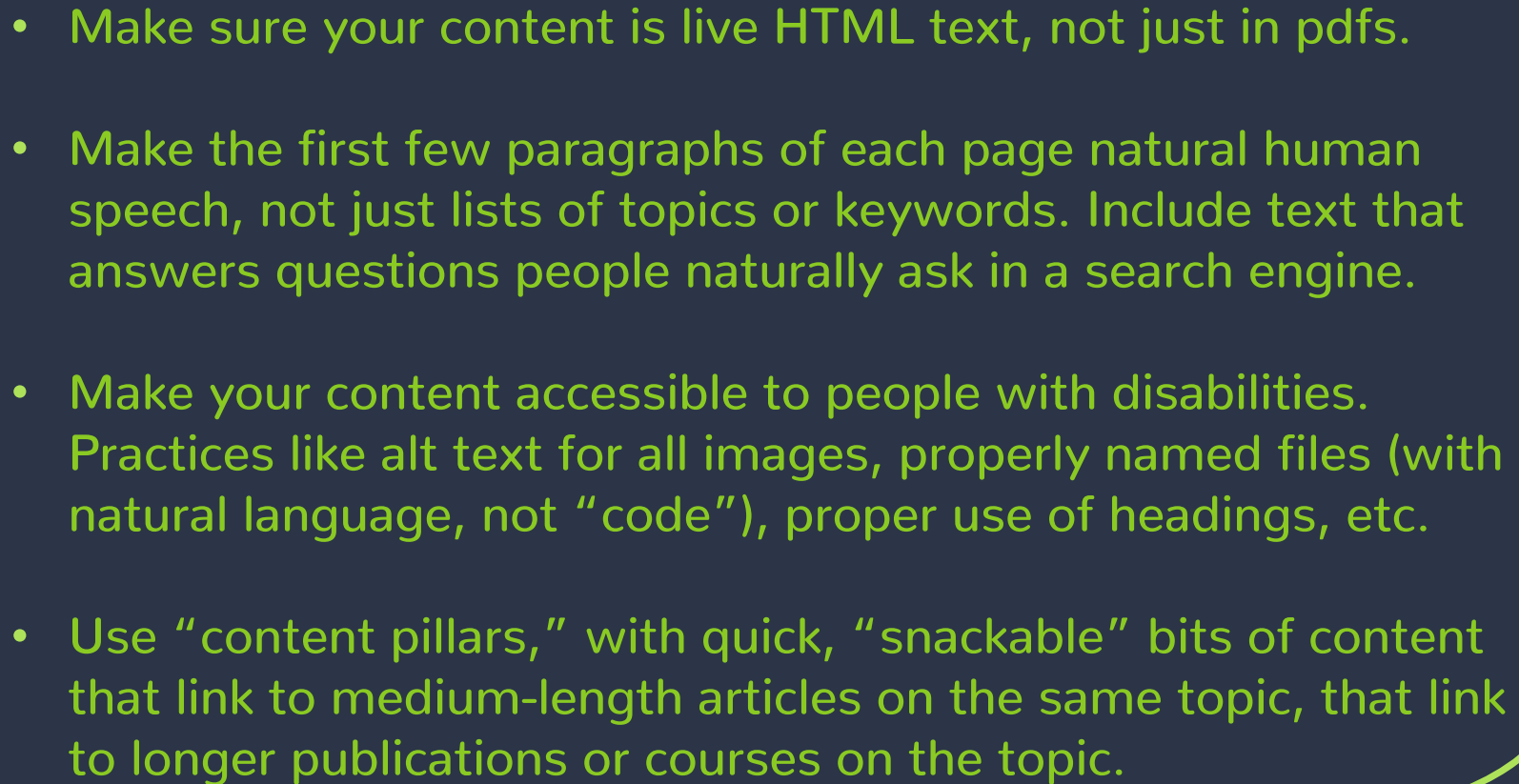
CHANGE WORKPLACE HABITS

Simple changes can make **BIG** impacts!

6. MAKE IT EASY FOR PEOPLE TO FIND YOU ON THE WEB

Develop SEO best practices to make sure your news rises to the top of a Google search.



- 
- Make sure your content is live HTML text, not just in pdfs.
 - Make the first few paragraphs of each page natural human speech, not just lists of topics or keywords. Include text that answers questions people naturally ask in a search engine.
 - Make your content accessible to people with disabilities. Practices like alt text for all images, properly named files (with natural language, not “code”), proper use of headings, etc.
 - Use “content pillars,” with quick, “snackable” bits of content that link to medium-length articles on the same topic, that link to longer publications or courses on the topic.

CONTENT PILLAR

Susan Collins-Smith @susan_csmith · 2h
 📌 Out of ideas for healthy, filling snacks?
 🗨️ How much water should children drink each day?

Check out Qula's latest #ExtensionforRealLife blog: bit.ly/3pF5NN4
 #MSUext #ExtensionHasAnswers

Qula Madkin
 Extension Registered Dietitian

School is out, and, for some of us, our schedule is a little bit out of routine.

6 views 0:05 / 1:22

TWEET

extension.msstate.edu/blog/schools-out-how-make-meals-and-snacks-count

MSU Directory | MSU ReStore | MyState | The Mason Award S... | Online Teaching St... | MAFES - Mississippi... | Calendar | College of Agricultu... | Writing - Missis...

EXTENSION FOR REAL LIFE

School's Out: How to Make Meals and Snacks Count

By Ms. Qula Madkin
 MSU Extension Service

Watch on YouTube

Video by Jonathan Parrish

The kids are out of school, and for some of us, our schedule is a little bit out of routine. As a mom of four, I know how hard it can be to keep those summer bellies full, so I want to share some of my go-to tips to help.

Think hydration. Some research shows that most children are not hydrated enough because they are not drinking enough water. Several factors, including a child's age, weight, sex, and activity level, help determine the amount of water a child needs daily.

Below is a chart to get you started. Keep in mind these recommendations are for total water intake. That includes drinking water, food, and other beverages. Please remind your child to drink water because they are likely to forget with all of the summer fun. You can monitor if they are getting enough water by checking the color of their urine. It should be light yellow or similar to the color of lemonade.

You can add flavor to plain water by infusing it with fruits, vegetables, spices, and herbs. Try one of these recipes featured on The Food Extension website.

BLOG POST

MISSISSIPPI STATE UNIVERSITY EXTENSION

NUTRITION & WELLNESS

Healthy Snacks for Kids on the Go or at Home

After a long day of school, children look forward to that afternoon pick-me-up. From soccer practice to dance recitals, here's a list of on-the-go and make-ahead snacks to keep up with your daily tasks!

On-the-Go Snacks

Pre-portioned snacks like trail mix, nuts, or popcorn that have 100 or fewer calories make great snacks. You can purchase snacks in individual portions or try one of these ideas!

- Cheese sticks and fruit
- Chocolate hummus and pretzels
- Ranch dip, cravy salsa, or hummus and fresh veggies
- Sliced fresh fruit and a yogurt cup
- Whole grain snack crackers and cheese
- Pre-portioned snacks (like trail mix, nuts, or popcorn)
- Jerky and cheese cubes
- Fruit and veggie pouches (like applesauce)
- Protein packs (nuts, cheese, and meat)
- Fruit kabobs
- Yogurt sticks
- Granola bars
- Fresh fruit and nuts
- Nut or seed butter with fruit
- Hummus and pita chips
- Muffins

Tip: For lasting energy, pair lean protein and fiber-rich carbohydrates, such as cheese sticks and fruit.

Make-Ahead Snacks

Kitchen Sink Smoothie Mix

Use whatever is on hand to make a snack mix, such as pretzels, popcorn, nuts, dry cereal, cheese flavored crackers, chocolate candies, and chocolate chips.

Beach Cups or Dirt Cups

Open a pudding snack cup (low fat or sugar free vanilla or chocolate flavor), and add crumbled graham cracker squares or Oreo cookies, and gummy bears or gummy worms.

Homemade Flavored Water

Make your own flavored water! You can freeze 100 percent fruit juice in ice trays and add the cubes to water. Or add frozen fruit, chopped fresh fruit, or sliced vegetables to water. If you make a large pitcher, drink it within 3 days.

Homemade Popsicles

Mix yogurt and chopped fruit, and freeze the mixture in an ice cube tray or popsicle mold. Enjoy!

PUBLICATION

7. GET A SEAT AT THE TABLE / GET AHEAD OF THE MESSAGE

Foster a workplace culture where you have a seat at the table for new initiatives (grants, partnerships, programs, etc.)

This will allow you to “get ahead of the message,” and will help ensure Extension’s presence, branding, and/or relevancy is not lost during the implementation phase.

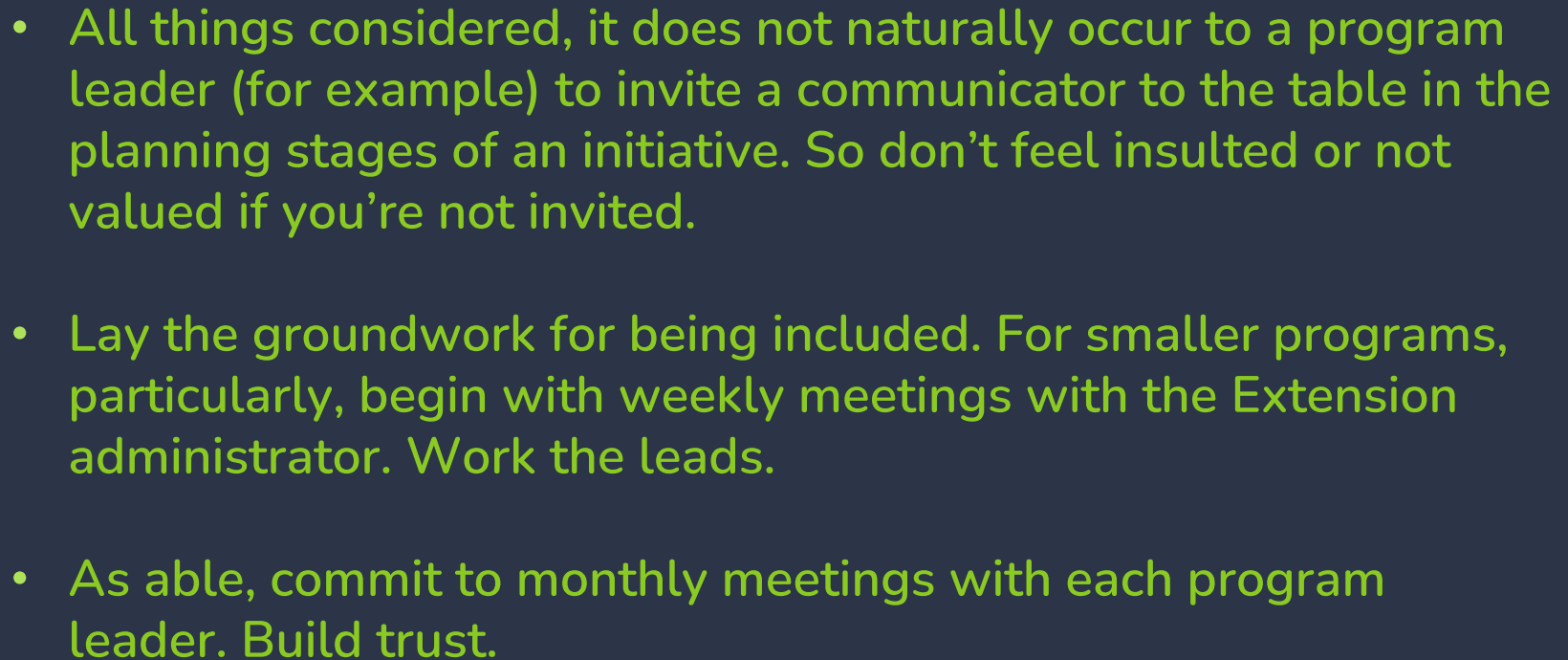


7 (CONT.). GET A SEAT AT THE TABLE / GET AHEAD OF THE MESSAGE

This will also allow you to maximize communication efforts instead of learning about a new Extension project in the newspaper.

Meet and work with communicators at other organizations who are part of the project so you can help ensure appropriate credit is given to Extension and that the Extension name and logo is used in the messaging they send out.



- 
- All things considered, it does not naturally occur to a program leader (for example) to invite a communicator to the table in the planning stages of an initiative. So don't feel insulted or not valued if you're not invited.
 - Lay the groundwork for being included. For smaller programs, particularly, begin with weekly meetings with the Extension administrator. Work the leads.
 - As able, commit to monthly meetings with each program leader. Build trust.

8 . BE MORE INTENTIONAL IN FINDING STORIES

Don't rely on others to understand what makes a good story. Sharpen your story "Spidey Sense."

- Find ways to better connect with field staff or those colleagues who you don't often see face to face.
- Schedule more one-on-one meetings.
- Request to be tagged in social media.
- Ask to join meetings where news is often shared.
- Position yourself in the path of the newest stories.



9. DETERMINE PRIORITY AREAS

Schedule a yearly meeting with leadership to determine priority areas and key messages. Then...

Develop key talking points and generate stories about these priority areas. Which will...


Help you better set your marketing agenda and ultimately generate a thoughtful and targeted approach to relevancy.





A bit of trivia . . .

X What are the expressed priorities of the sitting president of the United States?

- COVID-19
 - Climate Change
 - Diversity
 - Equity
- 

10. THERE'S STRENGTH IN NUMBERS, SO PARTNER UP

Identify state partners to share Extension messages with or to piggyback your messaging off of.

Consider developing/strengthening relationships with other agriculture (or other relevant subject matter) communicators in your state and ensure they receive your messages, know you are a resource for them, and perhaps identify ways you can better work together to strengthen identified messages.




Suzanne Street
@agcorrespondent

Congratulations!!!!

— UME @UMdExtension · Jun 8, 2020

Congratulations to Extension's own Kendra Wells of @Maryland4H who was selected for the National @4H Hall of Fame for her contributions to youth development. Read about this amazing honor at extension.umd.edu/news/national-...
Congratulations Kendral!



University of Maryland Eastern Shore Extension
Published by Gail Stephens · April 23

UMES Extension 4-H STEM invites educators to take advantage of this opportunity.

MARYLAND COASTAL BAYS PROGRAM PRESENTS

LIVING LOCAL

EDUCATOR TRAINING
an agricultural education PD opportunity



Maryland Coastal Bays Program
April 23

Registration is now open for the MCBP Living Training! The mission of this training is to provide environmental education to build a...



University of Maryland Eastern Shore Extension
Published by Buffer · May 4

The next installment of the Sustainable Food Systems Lecture Series takes place today, May 4, at 6 p.m. The virtual event, "Fighting Hunger Without Food," is part of the UMD College of Agriculture & Natural Resources strategic initiative. Establish a Healthy Food System and Ensure Global Food and Nutritional Security. Visit <https://buff.ly/25fkjlk> to register.

Sustainable Food Systems Lecture Series | College of Agriculture & Natural Resources, University of Maryland

AGNR.UMD.EDU

58 People Reached 6 Engagements

[Boost Post](#)



Mississippi State University Extension Service shared an event.
March 25, 2020

This is a cool opportunity from our friends in Virginia!



THU, MAR 26, 2020

Vsu Blueberry Virtual Field Walk on Facebook Live

<https://www.facebook.com/pg/VsuCollegeOfAgriculture...>

Interested

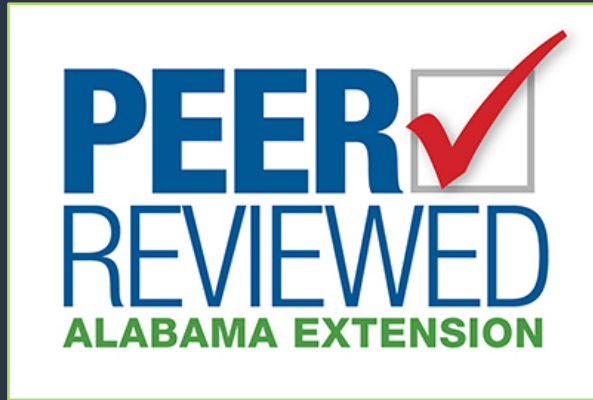
5

Like Comment Share

11. STRENGTHEN YOUR CREDIBILITY

- Respond to all requests (internal and external) in a timely manner.
- Have sunset dates for publications.
- Ensure information you share is up-to-date and accurate.
- Curate information you share to ensure it meets Extension's criteria of being science- and research-based knowledge the public can trust.



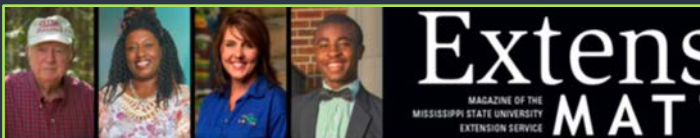


WE LOVE THIS EXAMPLE FROM OUR FRIENDS IN ALABAMA.
IF IT'S PEER-REVIEWED, FLAUNT IT!

12. DEVELOP TECHNIQUES FOR REACHING URBAN AUDIENCES

Develop techniques for better reaching urban audiences, where your state's larger populations and lawmakers are. Often times, FCS, urban agriculture, and 4-H stories are topics that are relevant to these audiences.





Developing Leaders



Nicole Boyd, Mississippi state senator, Lafayette and Panola Counties

State senator credits 4-H background for commitment to service

Story by Nathan Gregory • Photos by Kevin Hudson

Helping Mississippi's economy survive a pandemic and supporting historic legislation to change the state flag are just a few of the votes that have made Nicole Boyd's rookie legislative session an unprecedented one.

But leading through trying times is something the District 9 senator representing Panola and Lafayette Counties says being a member of 4-H prepared her to do. One of 14 new faces in the state senate in 2020, Boyd credits her experiences in the Mississippi State University Extension Service's youth development program for helping her develop these skills as well as a desire to serve others.

"Building self-confidence, nurturing the ability to communicate and debate with others publicly and privately, and refining life skills are just some of the things I learned in 4-H," says the Oxford native, who was state 4-H president from 1987 to 1988. "Because volunteer service is inherent in every 4-H project, I learned at an early age the value of helping my community."

AND IF YOU HAVE A STATE LEGISLATOR
WHO IS A 4-H ALUM . . .

13. WORK THE NEWS MEDIA

- Identify hot news topics and identify appropriate Extension faculty to pitch to the media as an expert on that topic.
- Make sure Extension faculty who will be talking to the media have the necessary media training they need to help them deliver the appropriate message, as well as be relevant and credible. If possible, include volunteers, too!



UMES School of Agricultural and Natural Sciences
Published by Gail Stephens · May 16 at 7:24 PM · 🌐

#UMES doctoral student, Ebony Jenkins, talks to #DelmarvaLife show hosts about 17-year #cicadas and their "edibility." Learn about her research on agricultural #entomophagy, rearing insects for human consumption. <https://bit.ly/3w7b0E9>



136 People Reached 20 Engagements [Boost Post](#)

👍❤️ 5 1 Comment 1 Share

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

Comment as UMES School of Agricultural a...

Breann Victoria
She's such an incredible woman. I remember being lost in seminar class and she was the one who made me feel reassured and confident in myself.💜


Like · Reply · Message · 4m 1

Mississippi State University Extension Service
Published by Ellen Graves · May 7 · 🌐

Very proud to be a sponsor and training partner for **Pearl Riverkeeper!** These citizen scientists are doing great work in gathering credible water-quality information. 💧👏

We appreciate **WLBT 3 On Your Side** and **Courtney Ann Jackson WLBT** for bringing awareness to this initiative!

Learn more here: <http://extension.msstate.edu/.../mississippi-water-stewards> #MSUext

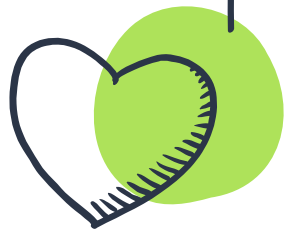


Pearl Riverkeeper
May 6 · 🌐

Thank you **WLBT 3 On Your Side** Courtney Ann Jackson and our amazing Pearl Riverkeeper Water Stewards volunteers, Claire Graves and Maureen McGuire for this excellent report on our summer water testing program!! Volunteers will be testing the water for bacteria at locations around the Reservoir and along the Pearl River and its tributaries. For more information, results and to sign up for text alerts, visit www.PearlRiverkeeper.com

CREDITS

- Special thanks to the Southern Region Program Leadership Network Communications Committee who developed the “Best Practices To Communicate Extension’s Relevance and Credibility” white paper in 2017.
- Presentation template by [SlidesCarnival](#)



THANKS!

Any questions?

You can find us at:

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X sstreet@umes.edu

