



WASHINGTON STATE UNIVERSITY
EXTENSION

Podcasting to influence behavior

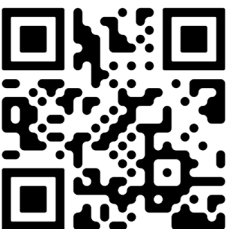
Tip Hudson, Extension professor, rangeland & livestock management



TOPICS

- A brief history of The Art of Range Podcast
- Why to consider a podcast
- Benefits of podcasting
- Challenges in podcasting
- Quality control
- Outreach scholarship
- Evaluating podcast outcomes

AoR website





THE ART OF
RANGE
PODCAST

HISTORY OF AoR

- 2016-18 rangeland resiliency case studies project (<https://csanr.wsu.edu/case-studies/>)
- Western Center for Risk Management Education grant award
- Preparatory work for launch
- October 1, 2018: episode 1 released
- 2 subsequent RME grants



WASHINGTON STATE UNIVERSITY
**College of Agricultural, Human,
and Natural Resource Sciences**



WHY CONSIDER OPERATING A PODCAST?

- Excellent potential reach – lots of ears
- Platform has come of age
- Many farmers skipped the desktop computer
- Durable content
- Content builds on itself
- Asynchronous self-selected content good for busy people
- Bring nationally-known voices to local audience
- Bring local voices to national and international audience
- Builds scholarly discipline
 - Constant delivery required
 - Scientific discipline engagement + audience engagement
 - Ongoing synthesis
- I enjoy doing it





Sustainable ranching problems require social solutions

Conversation counters pathological distraction

“Conservation through conversation”



Conversation as an Education Medium for the Age of Distraction - the 'Art of Range' Podcast

By Tipton D. Hudson

On the Ground

- The Art of Range is an educational podcast designed for rangeland practitioners, including ranchers, rangeland professionals, and researchers. Rangeland management is both art and science; the practice of any art depends on mastery of science, a body of knowledge. Rangeland science, as a truly integrative discipline that encompasses soils, plants, animals, people, and economics, invites lifelong learning and cross-cultural learning.
- True education is a science of relations; this requires communicating with depth and breadth. The structure of modern life in the developed world promotes thin communication, continuous partial attention, and personal and ideological isolation even as moderns are hyper-connected through digital communication devices. A conversational podcast permits deeper exploration of important topics and promotes synthesis and application to one's own physical and cultural context.
- The Art of Range podcast in 2019 explored a variety of specific topics, such as rangeland management funda-

Manley Hopkins's famous poem¹ "Pied Beauty" speaks of this love of land and people of the land:

Glory be to God for dappled things,
For skies of couple-color as a brindled cow;
For rose-moles all in stipple upon trout that swim,
Fresh fire-coal chestnut-falls, finches' wings,
Landscape plotted and pieced, fold, fallow, and plough,
And all trades, their gear and tackle and trim.

While rangeland ecologists may prefer land not "plotted and pieced", they delight in the whole of nature. Not just the fish or the cow, but all real living and non-living things in relationship to one another that make up whole ecosystems. Range professionals and practitioners seek to maintain natural ecosystem processes in settings where human dependency on natural resources is part of the landscape. They see this connection—the one between humans and whole landscapes—as unique within agriculture, valuable to society, and worthy of careful scientific inquiry. Inquiry happens most effectively in a context of rich human-to-human interaction. The Art of Range podcast exists to model and provoke this human-to-human interaction, to inspire a land ethic, to promote education and conservation through conversation.

“True education is a kind of never-ending story—a matter of continual beginnings, of habitual fresh starts, of persistent newness.”

—JRR Tolkien

Knowledge is not wisdom

A landscape photograph showing a field of green grass and yellow wildflowers. In the center, there is a gnarled, dead tree. The background features a blue sky with white clouds and a line of green bushes. The text "Knowledge is not wisdom" is overlaid in the bottom right corner.

Conversation strengthens the brain



A close-up photograph of a bumblebee with black, yellow, and orange stripes, perched on a cluster of small white flowers. The background is a soft-focus green, suggesting foliage. The text is overlaid on the top right and bottom center of the image.

New perspectives are critical

“The process of creating in science and practice is enabled through dialogue—the free flow of ideas among peoples of diverse backgrounds.”

—Fred Provenza

Homo sapiens = “Res cogitans?”

“If you want to build a ship, don’t drum up people to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

–Antoine de Saint-Exupery, author of Little Prince



Ideas have consequences.
Bad ideas have victims.



楳山節考

原作／深沢七郎

楳捨山の伝説を彩る美しい親子の真情！

巨匠木下恵介脚本監督 映画史上不滅の感動大作！

田中絹代
高橋貞二
望月優子
市川団子
東野英治郎
三津田健
宮口精二
伊藤雄之助

撮影／小柳正治
音楽／伴淳三郎
美術／伊藤嘉雄
録音／梅田千代夫
編集／梅田千代夫
監督／木下恵介

SCHOLARSHIP IN PODCASTING

- Careful, thoughtful long-form audio podcasting is a kind of scholarship
- Good Extension scholarship connects science and solid thinking to the real world
- Scientific results require philosophy for ethical application
- Ethical application requires conversation, not mere information delivery
- Having a consistent audience permits accumulative, ongoing education

Hudson, Tipton D. 2020. "Conversation as an Education Medium for the Age of Distraction - the 'Art of Range' Podcast." *Rangelands* 42 (1): 9–16. <https://doi.org/10.1016/j.rala.2020.01.005>.



DECISIONS to MAKE

- Episode length
- Release frequency
- Website
- Transcription
- Professional help
- Budget
- Equipment
- Geographic scope of content
- How to advertise
- Affiliation with other organizations



AoR DECISIONS MADE

- Episode length 45-60 minutes
- Release frequency every other Thursday
- Website: U of Arizona simple build with SoundCloud plugin, transcription, and show notes
- Full transcription with >90% accuracy required by ADA
- Professional audio technician, WSU College of Ag Commun.
- Funding by competitive grants; no paid ad spots; sponsor contracts
- Audio setup: Yeti Snowball mic + Zencastr
- National scope
- Organization advertising, not paid print or online ads (yet) to promote podcast
- Loose affiliation with Society for Range Management



ANATOMY OF A PODCAST



Audio editing



AoR 120: Could Virtual Fence Transform Rangeland Grazing? Launchbaugh, deAvila, & Pearson



What if grazed wild, open spaces were actually open? Is barbed wire still useful? Can we afford it? Are there other ways to control livestock distribution today? Would other options be "better"? Fencelless control of livestock has been discussed for decades, and these technologies may mimic herding, which was practiced nearly everywhere, at least on large landscapes, up until the invention and adoption of barbed wire in the late 1800s. This interview discusses pros and cons of permanent wire fence, hoped-for benefits of virtual fence, varieties of virtual fence systems, and the many applications for the deliberate, targeted grazing made possible through virtual fence, and much more. Virtual fence is a **"disruptive technology"** that is innovating quickly, will diversify quickly, and will get cheaper quickly. Stay tuned to The Art of Range Podcast





AoR BUDGET



	Annual			
SoundCloud	\$ 225			
Web domains	\$ 75			
Zencastr + Dropbox	\$ 600			
Audio technician	\$ 8,500			
	9400			
		26	episodes per year	
Transcription	\$90		cost per 1 hr audio	
	\$ 452		cost per episode	
	\$ 125		cost per episode without technician	

CHALLENGES IN PODCASTING



	United States of America	191K
	Canada	15.3K
	Australia	2,422
	Singapore	614
	Russian Federation	460
	Germany	380
	United Kingdom	220
	Saudi Arabia	211
	South Africa	197
	New Zealand	153
	Ireland	141

- Hard to characterize audience
- Don't know how many listeners
- Scheduling interviews and staging content for bi-monthly release
- Ideological differences among supporting entities
- Individual episodes require promotion
- I can't figure out MailChimp
- Funding
- ADA compliance, \$
- Websites and universities



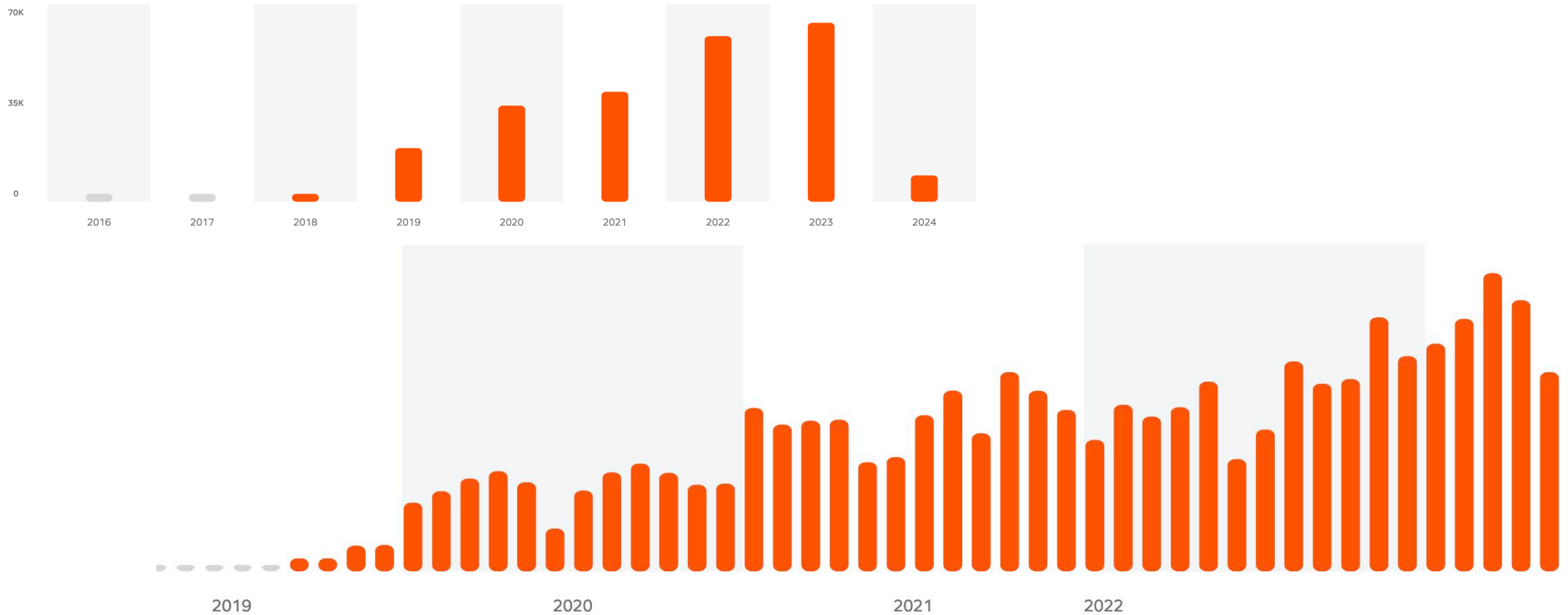


CHALLENGES IN PODCASTING

Hey Art of Range, you have 224K plays since 2016

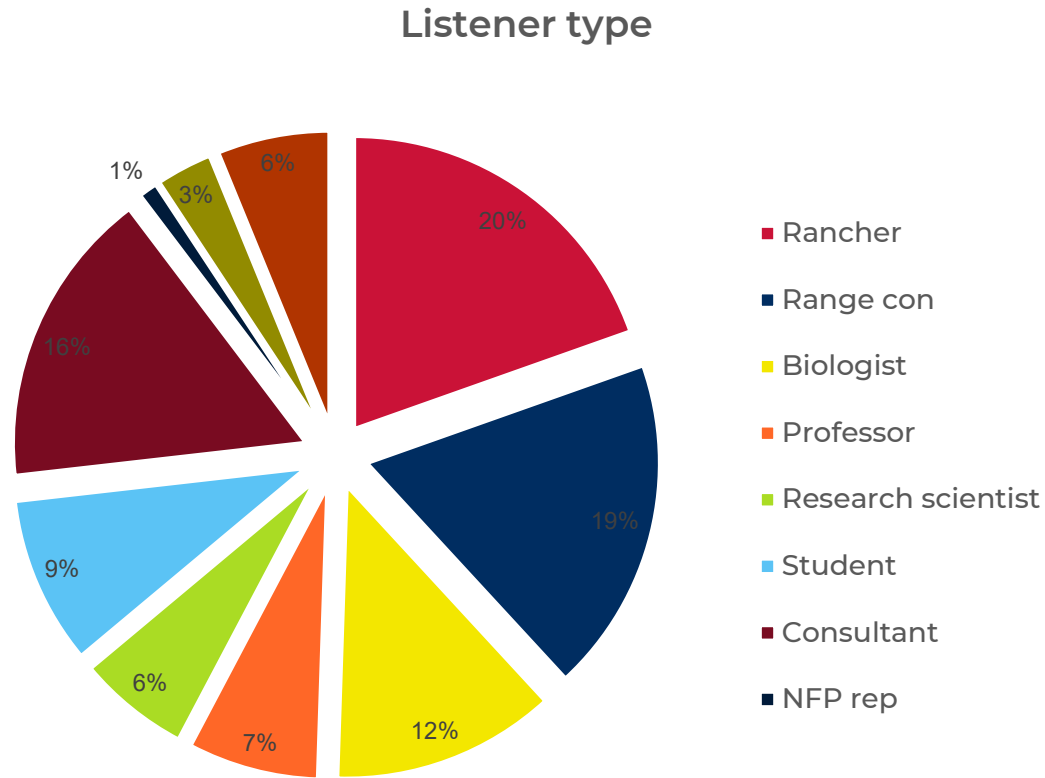
- ▶ 224,525 plays
- ♥ 139 likes
- 💬 12 comments
- ↻ 14 reposts
- ↓ 0 downloads

-86% plays vs. last year





EVALUATION



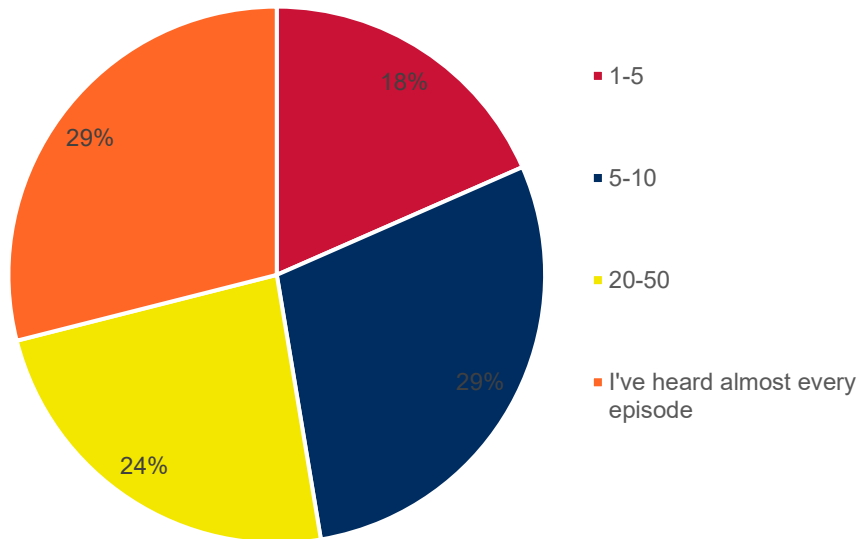
- SoundCloud statistics give:
 - Listener server location, by city
 - Listening platform
 - “Listens” per episode
 - No demographics
- Qualtrics survey (3 so far)
 - Who are you?
 - Area of land you influence?
 - Have you changed any behaviors?



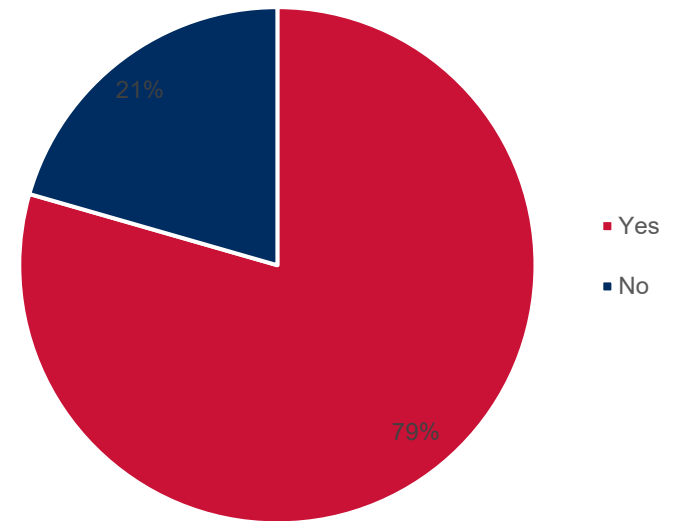
EVALUATION



How many AoR episodes have you listened to?



Has AoR listening caused you to do anything new or differently?

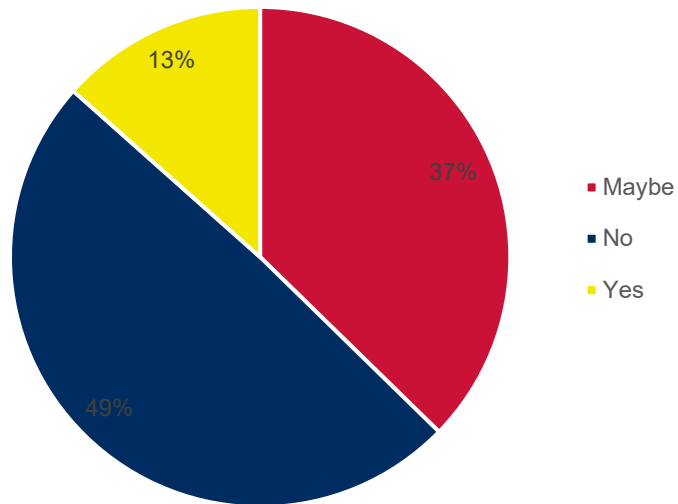




EVALUATION



Have actions from AoR listening had economic value?



What actions have you taken as a result of listening to the podcast?

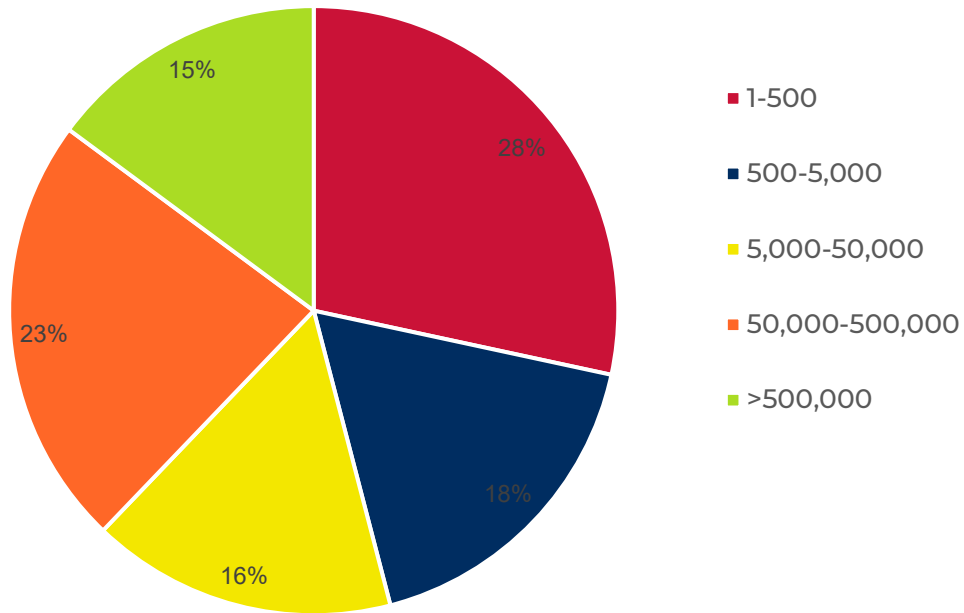
- Updated our Rangeland Management Plan
- Increased stock density and reduced time that cattle have access to a pasture. Increased rest periods greatly.
- Think about soil conservation
- As much as anything I have changed my mindset to be more analytical and observant of changes due to management.
- Improved understanding of range
- Reduce stocking rate
- The podcast has fundamentally changed the way I frame my decision making context on grazing rangelands, broadened the tools I use, and encouraged my monitoring.
- One sentence today gave me an idea to take a Range stewardship project one step further.
- Have begun to focus on the soil. Healthy soil, healthy plants, healthy livestock.
- Talk with fellow farmers about conservation



EVALUATION



How many acres does your management influence?



# respondents	%	Median acres	Acres influenced	Extrapolated to total listening audience
21	28%	250	5,250	105,000
13	18%	2500	32,500	650,000
12	16%	25000	300,000	6,000,000
17	23%	250000	4,250,000	85,000,000
11	15%	500000	5,500,000	110,000,000
74			10,087,750	201,755,000



EVALUATION

Has listening to the podcast reduced sociological/human risk or otherwise had social benefit to you? (Quotes)

- More informed discussions among staff and with producers that will hopefully result in better environmental and social outcomes.
- As someone without a traditional range background now managing a grazing operation I find the conversations and topics helpful for me to understand my graziers
- changed my outlook on solving problems
- Helps in relating range issues when talking to the public
- now understand the influence of public use on range management and provided focus on restoration of perennial grasses
- I found inspiration several of the episodes that helped better serve in my role in Colorado SRM.
- I'm building a range stewardship business and I need to stay on top of trends and public issues
- The environmental benefits may be hard to say definitively, but the benefit has been enormous. From very practical application of animal management to a change in philosophy that results in better decision making for every environmental decision regarding rangelands.

TESTIMONIAL

"For me and my family (we have 3 generations on the ranch) the Art of Range Podcast is a tremendous benefit for us to be able to listen to industry professionals on so many different topics that we deal with on a daily basis .

We are trying our best to be good livestock and range managers. I am the typical 'man if you could have seen this place ten years ago' guy . **With the knowledge gained from the podcast we have learned several ways to implement a few different strategies to our program that without the knowledge we may have taken a lot longer to get to the same goals.** Now we have photo plot data to go along with our utilization studies and land health assessments!

My wife and I are both 4th generation ranchers and unfortunately neither of our families passed down the kind of information that's out there today that allows us to be better at sustainability by making decisions that will affect the range for the next generation.

Not that they weren't good ranchers, I just think they were stuck in the status quo. So from a social aspect I know the information we are learning and putting to practice will definitely benefit our children and theirs.

And **there's a totally different culture on the ranch now that we have the same goals and forecast for what we are striving for.** We have a long ways to go and a lot to learn but look forward to it every day!

I believe that if we stick with a lot of the principles that we have been learning along this journey we will see long lasting economical [sic] benefits. And The Art of Range has been nothing short of a blessing to our family."





QUALITY CONTROL



- Recording platform is important
- Audio editing matters
- Prior planning prevents poor performance
 - Thorough interview preparation
 - Work with interviewee
 - Provide starter questions



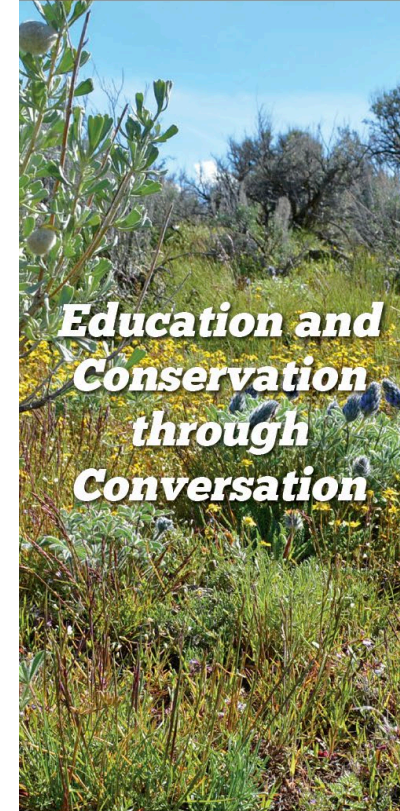


ADVERTISING

- Episode-specific advertising increases listens
- Big platforms? Spotify, YouTube, etc.
- Promotional materials
- Conference booth



artofrange.com



**Education and
Conservation
through
Conversation**

WASHINGTON STATE
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EXTENSION



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Show host **Tip Hudson**, rangeland management Extension specialist for Washington State University, interviews experts in rangeland ecology and livestock production to discuss invasive grass management, ecological and economic resiliency, relationships among animals and environment, grazing philosophies, challenges in public lands grazing, and more.

Guests have included:

- **Ken Tate**, Rangeland Watershed Science Specialist, UC-Davis
- **Fred Provenza**, animal behavior researcher emeritus
- **Lynn Huntsinger**, Professor of Environmental Science, Policy & Management at UC-Berkeley
- **Jack Southworth**, eastern Oregon award-winning rancher



iTunes



Stitcher

Use these links to go directly to your podcast platform.

This material is based upon work supported by USDA/NIFA under Award Number 2015-49200-24225.



Subscribe today

Book mentions

- Deep Work, by Cal Newport
- The Shallows, by Nicholas Carr
- Reclaiming Conversation, by Sherry Turkle
- Range, by David Epstein
- Levy, David. 2007. "No Time to Think: Reflections on Information Technology and Contemplative Scholarship." Ethics and Information Technology 9 (4): 237–49.
<https://doi.org/10.1007/s10676-007-9142-6>

