

Combination of podcast and newsletter to effectively extend information to feedlot operators in California



California

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Introduction

- Imperial County, California houses 382,590 head of cattle on feed with feedlots ranging from 1,000 to over 100,000 head.
- The unique climate and opportunity to feed cattle in the desert Southwest made it so disseminating science-based information related to cattle management, particularly feedlots but also including grazing animals, was critical.

Objective

Develop an extension program that combined a weekly podcast (CattleCal Podcast) with a monthly newsletter (CattleCal Newsletter) to share information about the feedlot cattle industry.

Methods

- Four episodes were produced and published each month:
 1. Career Call – Interview with a cattle industry professional to discuss their agricultural background, education, profession, and advice for others.
 2. Research call – The same cattle industry professional from the previous week discussed research or professional work related to the cattle industry. The guest had an opportunity to promote the results of the work and future research. Listeners are provided with ways to follow the work of the professional.

Methods cont.

3. Feedlot Call – Hosts discussed a specific research study related to feedlot cattle management. Research methods and results were broken down into quick, easily understandable segments.
 4. Quiz Zinn – Listeners had the opportunity to send in specific cattle questions to be answered by Dr. Richard Zinn, UC Davis professor of over 40 years. Listeners are able to submit questions through email, phone, or in-person communication.
- Corresponding newsletter was sent out monthly, with articles including:
 - Transcribed podcast episodes
 - A summary of cattle performance for the cattle on trial at UC DREC
 - Updates to the livestock program including meeting flyers and announcements



← Podcast listeners were located in 45 US states

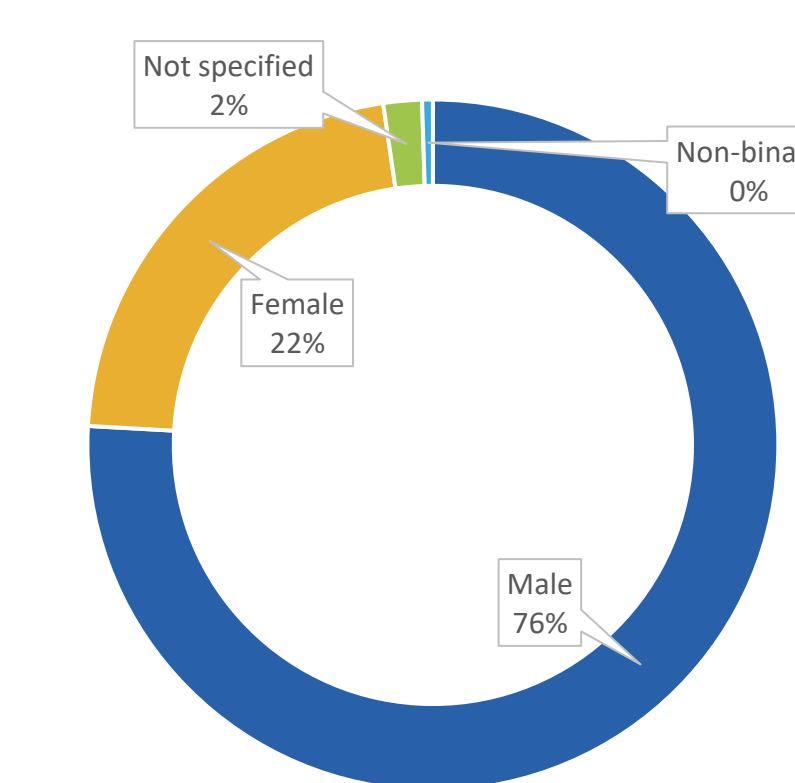
Podcast listeners were located in 44 countries →



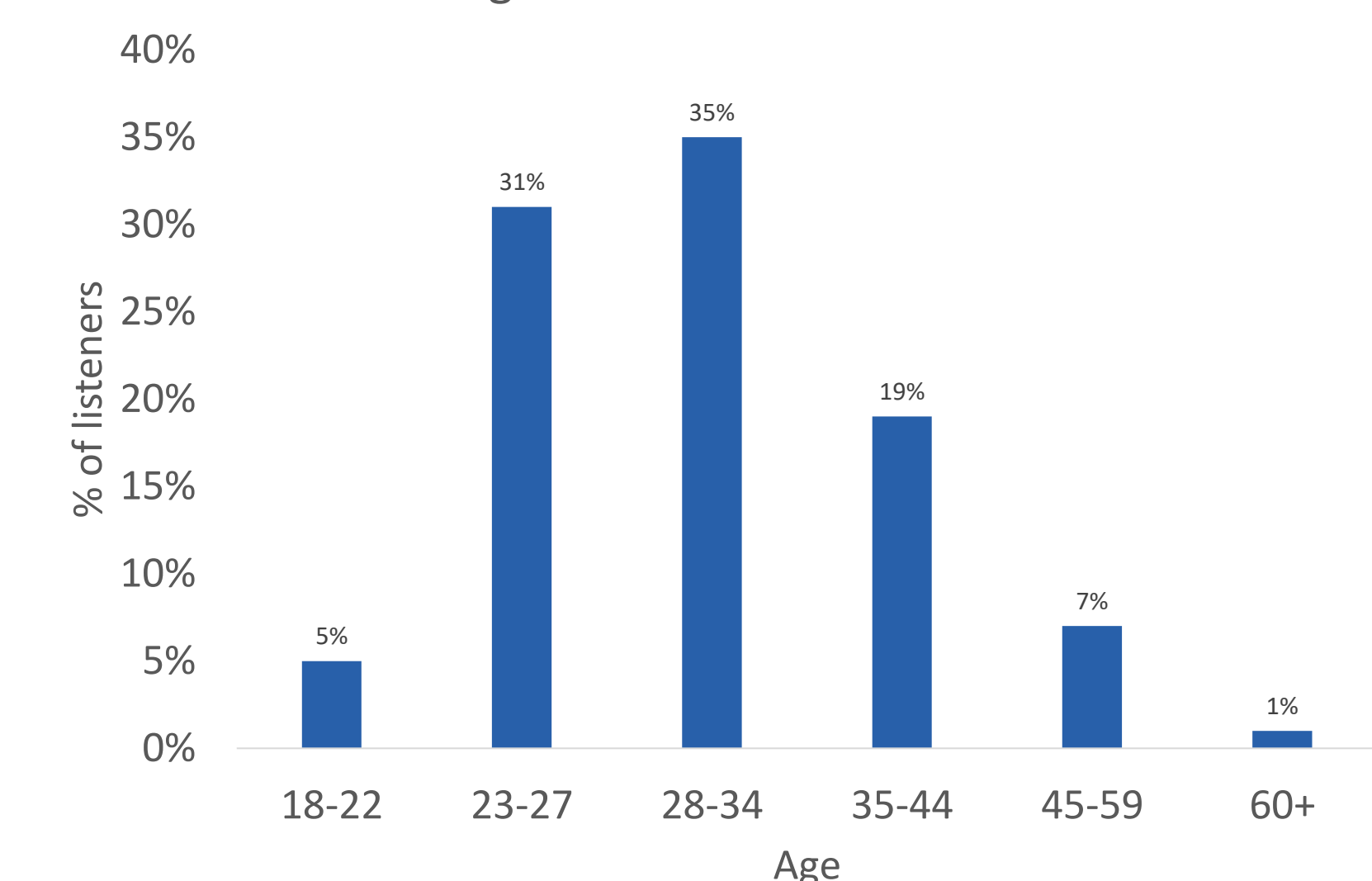
Results

- Guests and Topics
 - 22 different guests representing 12 research, extension, and industry institutions
 - 50% of guests representing UC ANR programs
 - 33 topics discussed
- Podcast
 - 6,658 plays over 83 episodes
 - 367 Spotify followers
- Newsletter
 - 21 newsletters published
 - 113 subscribers

Gender of Podcast Listeners



Age of Podcast Listeners



Conclusions

- The podcast metrics indicate that podcast episodes appealed more to clientele under 35 years old.
- Conversations with clientele indicate an increase in knowledge from both the newsletter and podcast episodes.
- The podcast episodes have been used in several graduate programs, particularly in Mexico, as well as in local high schools. Episodes were highly used as teaching content during COVID as field trips and guest presenters were limited.