

Agricultural and Natural Resources Communications



Packed with **real-life illustrations and practical applications**, *Agricultural and Natural Resources Communications* helps you become a more effective communicator. Focusing specifically on **skills-building and communication concepts**, *Agricultural and Natural Resources Communications* helps you understand the broad methods utilized in communication – **writing, design and layout, video production, social media creation, photography, media relations, policy communication, public relations, and much, much more**. This **FREE DIGITAL TEXTBOOK** is authored by more than 20 communication experts and professionals from across the country.

TEXTBOOK CHAPTERS:

INTRODUCTION AND MESSAGE DEVELOPMENT

- Introduction to Agricultural and Natural Resources Communications
- Effective Communication, Audience Analysis, and Message Development
- Research Methods in Communications
- Oral Communication

WRITING AND DOCUMENT DESIGN

- Business Communication
- News Media Writing and Opinion Writing
- Document Design

VISUAL COMMUNICATION

- Visual Communication
- Digital Photography and Photographic Editing

VIDEO AND ONLINE COMMUNICATION

- Video and Audio Production
- Writing and Designing for the Web
- Social Media

COMMUNICATING WITH THE MEDIA AND POLICYMAKERS

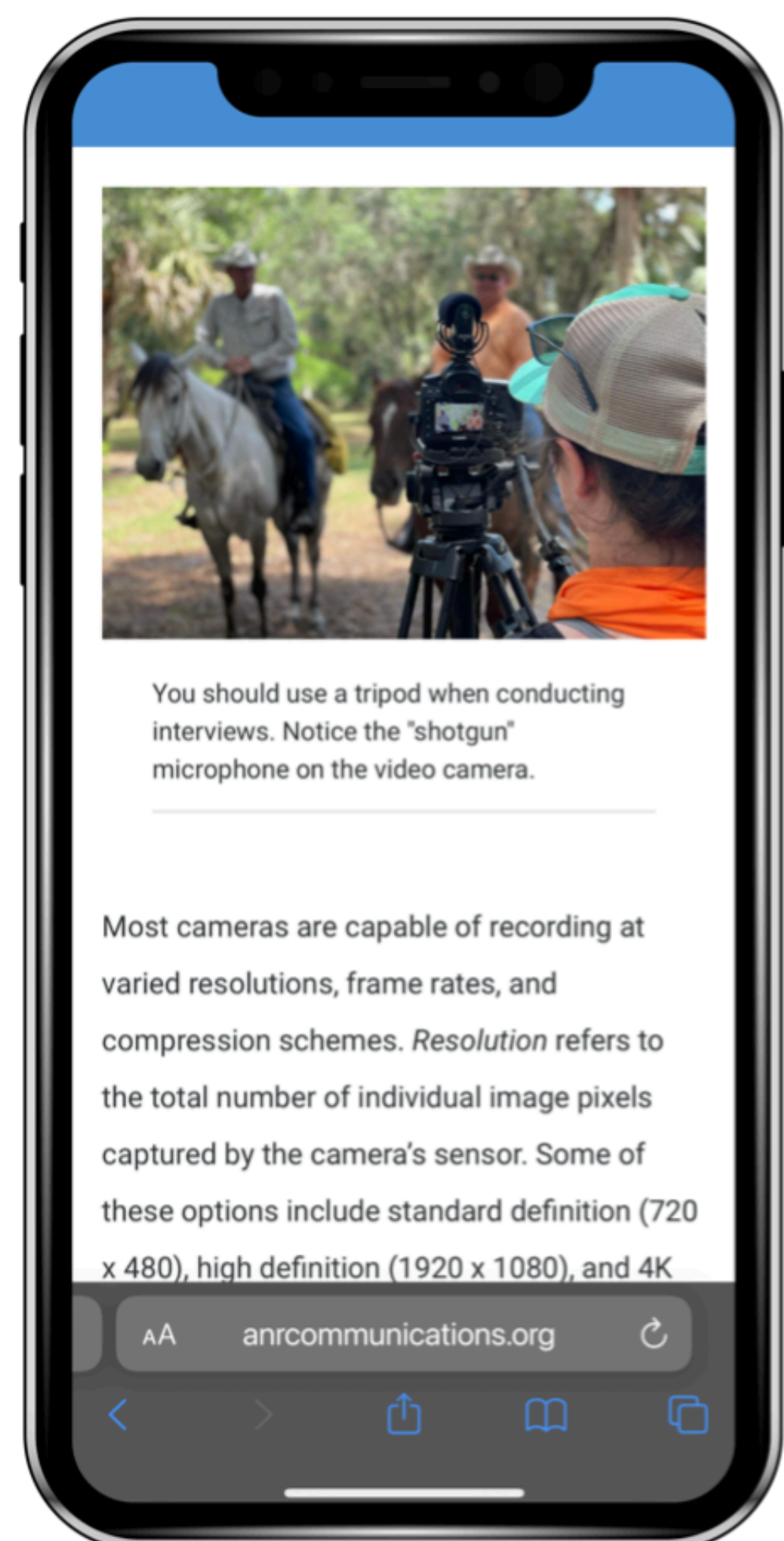
- Media Relations
- Risk and Crisis Communication
- Policy Communication **<NEW>**

PUTTING IT TOGETHER

- Persuasion and Persuasive Informational and Educational Campaigns
- Special Events
- Communications Campaigns Development
- Personal Branding and Communication
- Future of Agricultural and Natural Resources Communications

Each chapter includes:

- Insights from communication experts
- Auto-scored end-of-chapter questions
- Interactive features
- Ideas to apply what was learned



EXPERT SPOTLIGHT



"Understanding your target audience and where to reach them is important!"

- ANNA RIBBECK

Social Media Strategist and Online Content Creator, LSU AgCenter Communications

The textbook is compatible with **ALL SCREEN SIZES**, making it easy to use in **classrooms or anywhere** you are.

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TEACHER RESOURCE HUB

EDUCATORS, we have also developed a comprehensive resource – the **TEACHER RESOURCE HUB** – full of **HUNDREDS** of ideas and additional resources to integrate the textbook’s content into your classrooms.

To gain access to this valuable instructional resource:

- Visit anrcommunications.org and scroll to the bottom of the home page to reveal the menu.
- Click “Sign up for Teacher Resource Hub” to register for the **FREE TEACHER RESOURCE HUB** (see photo below).
- Once registered, you will be assigned a password to gain access to the following resources for classroom instruction:
 - **ACTIVITY AND ASSIGNMENT SUGGESTIONS**
 - **CURRICULUM GUIDE**
 - **QUIZ BANK FOR EACH CHAPTER**
 - **TUTORIALS FOR SPECIFIC ADOBE SOFTWARE PROGRAMS**
 - **LINKS TO ADDITIONAL RESOURCES**

**And did we mention
that it’s all FREE??**

SPONSORSHIPS:

We are able to provide *Agricultural and Natural Resources Communications* as a FREE resource through sponsorships. If you know any company or professional association that might want to sponsor a chapter, please contact **Ricky Telg** (rwtelg@ufl.edu).

- Current chapter sponsors: **University of Florida’s Plant City campus**, **North American Agricultural Journalists**, and **US Sugar**.
- Teacher Resource Hub sponsor: **Agriculture Education Services & Technology, Inc.**

We ask that users consider a small donation if they consider the textbook to be a valuable resource, so that we can update the textbook on a regular basis. A donation link is located at the bottom of the home page and at the Preface. Donations are **completely optional**.

Agricultural and Natural Resources Communications is an excellent online, open-source publication for agricultural and natural resources communications students and professionals.

Please share the word about *Agricultural and Natural Resources Communications* and the accompanying **Teacher Resource Hub**.

