

## 2024-2025 Update: Agricultural and Natural Resources Communications (anrcommunications.org)

We wanted to provide you with some exciting updates about the ***Agricultural and Natural Resources Communications*** e-textbook (anrcommunications.org). ***Agricultural and Natural Resources Communications*** is the culmination of the work of more than 20 communication experts and professionals from across the country; the e-textbook encompasses such topics as writing, design and layout, video production, social media creation, photography, media relations, policy communication, and much more.

### Visitors

Since April 2024, we began tracking visitors to the e-textbook. From April to December 2024, the e-textbook had 4,130 views from 2,884 unique visitors from 34 countries. Most visits have been from U.S. residents, but we've also gotten visitors from Canada, China, the United Kingdom, Guam, Nigeria, Trinidad & Tobago, Portugal, Germany, and Italy. From January 2025 to June 15, 2025, the e-textbook has had 2,761 views from 1,730 unique visitors from 17 countries. It is becoming a **global** educational resource for agricultural communicators. Visitors are finding the site through Google Search (170), but also through educational sites and state FFA sites.

### National FFA: Agricultural Communications CDE Resource

In 2024, the National FFA Organization adopted ***Agricultural and Natural Resources Communications*** as one of its primary educational resources – the other being *The Associated Press Stylebook* – to prepare students for the National FFA Agricultural Communications Career Development Event. We are **thrilled** to be **the** resource for the Agricultural Communications CDE.

### Sponsors

This year, **Agriculture Education Services & Technology, Inc.** joined our sponsorship team as the sponsor for the Teacher Resource Hub. AEST's \$5,000 sponsorship will allow us to continue providing and updating the textbook and Teacher Resource Hub for years. We also want to show our appreciation to our chapter sponsors for their \$2,500 chapter sponsorships: **University of Florida's Plant City campus, North American Agricultural Journalists, and US Sugar**. If you are aware of companies or associations that may want to become a chapter sponsor, please contact Ricky Telg ([rwtelg@ufl.edu](mailto:rwtelg@ufl.edu)).

### Promotion Plan

Over summer 2025, we will conduct a digital promotional campaign to inform high school teachers and new university professors about ***Agricultural and Natural Resources Communications***. We would also love to see our e-textbook integrated into professional development trainings. If you have an idea for using one or more of the textbook chapters in an upcoming professional development workshop session, please contact Ricky.

### THANK YOU!

These successes couldn't have happened without your use of the e-textbook **and** our sponsors' financial support. We believe ***Agricultural and Natural Resources Communications*** will continue to experience new visitors and expanded use in high school and university courses, as well as with professional development opportunities with Extension agents and communications professionals. Thank you for helping to make this resource available!

Ricky Telg

Editor, *Agricultural and Natural Resources Communications*

Professor, University of Florida, Department of Agricultural Education and Communication