

# EXTENSION PROGRAMMING: RADIO THROUGH MULTIPLE MEDIA

Radio is a great way to reach clientele. Nebraska Extension aims to meet clientele where they are, in methods they are comfortable with. I have taken my extremely popular radio show and recorded it to broadcast it on my podcast for those who cannot listen at work or due to other obligations. I have also taken the questions to my blog for a review of those who need the answers later.

*Yard and Garden*  
**2022**

FRIDAY  
MORNINGS  
10-11:30 AM  
@KUTT 99.5FM

April 1 - July 29  
Fall Episodes: September 9 & 16

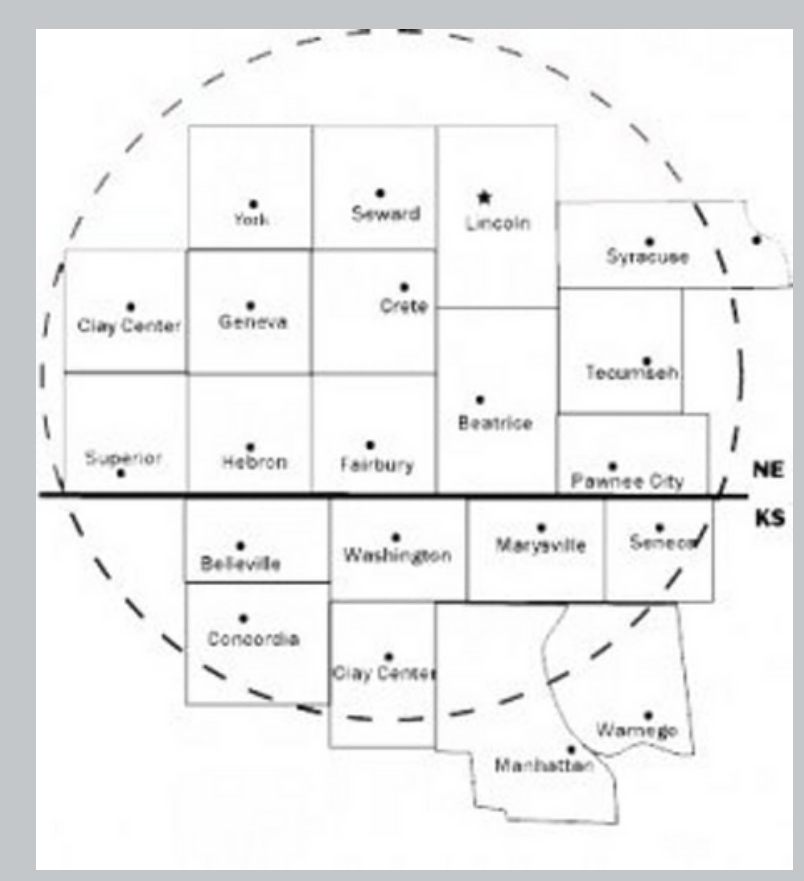
AUTHORS	AFFILIATIONS
Nicole Stoner	KUTT 99.5 FM Radio Station
Horticulture Educator with the University of Nebraska-Lincoln Extension	Randy Bauer: Show Producer
	Trevor Steinmeyer: Show Producer



Nicole Stoner and Kait Chapman with show producer Randy Bauer on the set of Yard and Garden Live

## WHAT IS YARD AND GARDEN?

The Yard and Garden Radio show is a live show where listeners call in with their questions about lawns, trees, gardens, annuals, perennials, and damage or problems within these plants. Each week a new guest joins host Nicole Stoner to answer these questions. The show has been on the radio for over 40 years, hosted by Nicole for 12 seasons.



KUTT 99.5FM Radio Coverage Area

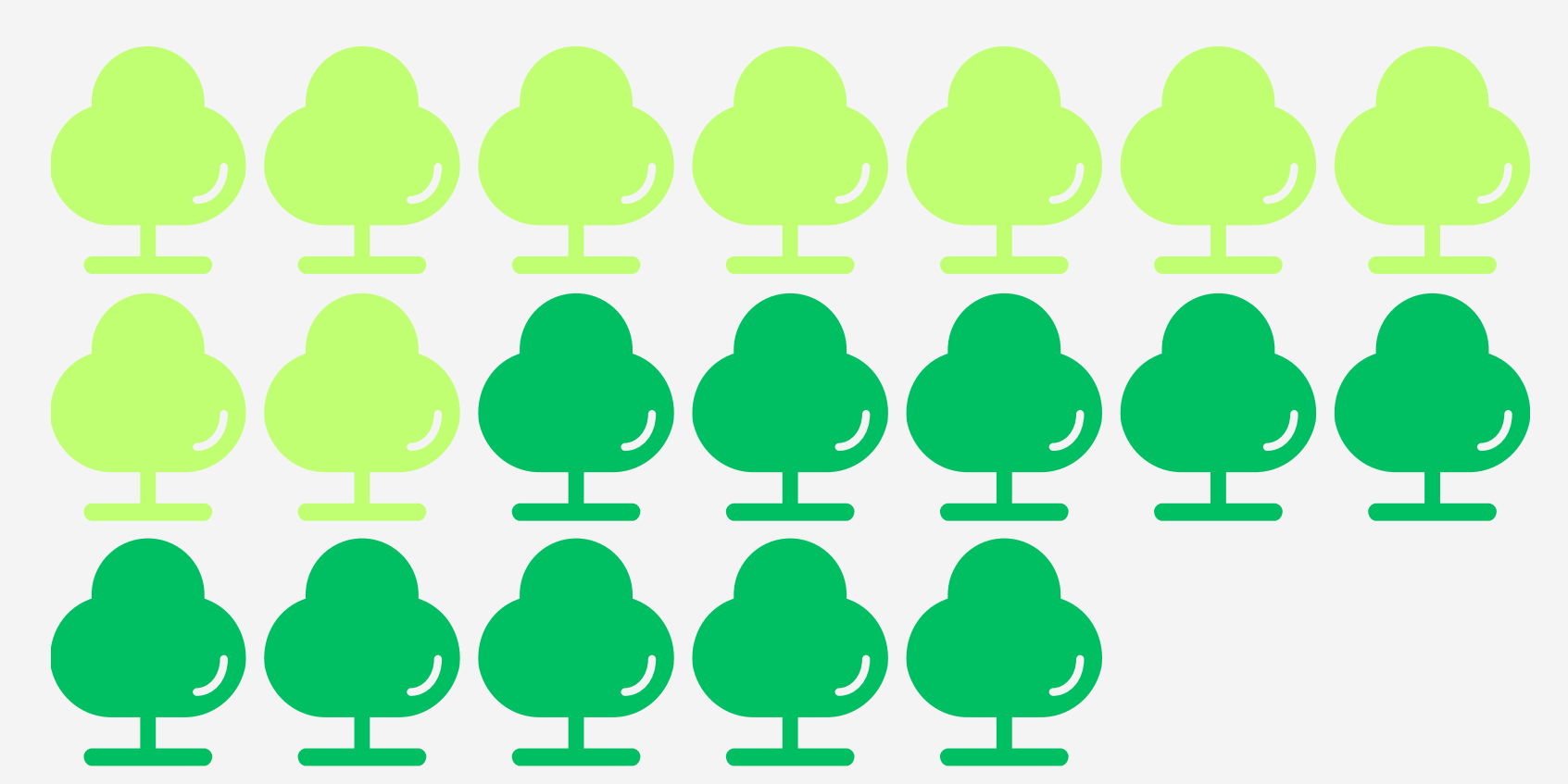
## MORE ON THE SHOW

- The show runs for 20 weeks per year, 18 shows in the spring and summer with a short break before 2 fall shows
- Each show is 90 minutes long
- The show airs for 30 hours on the air annually
- In 2022, Yard and Garden answered 235 questions from 191 callers about managing their yard and garden
  - The calls came from 67 towns through the course of the season, 58 Nebraska towns and 9 Kansas towns
- This show features a new guest host every week
  - Guests include other Extension Educators, Specialists, Nebraska Forest Employees, other college professors, and colleagues from within the industry
  - This builds a unique relationship and helps with other avenues of Extension work

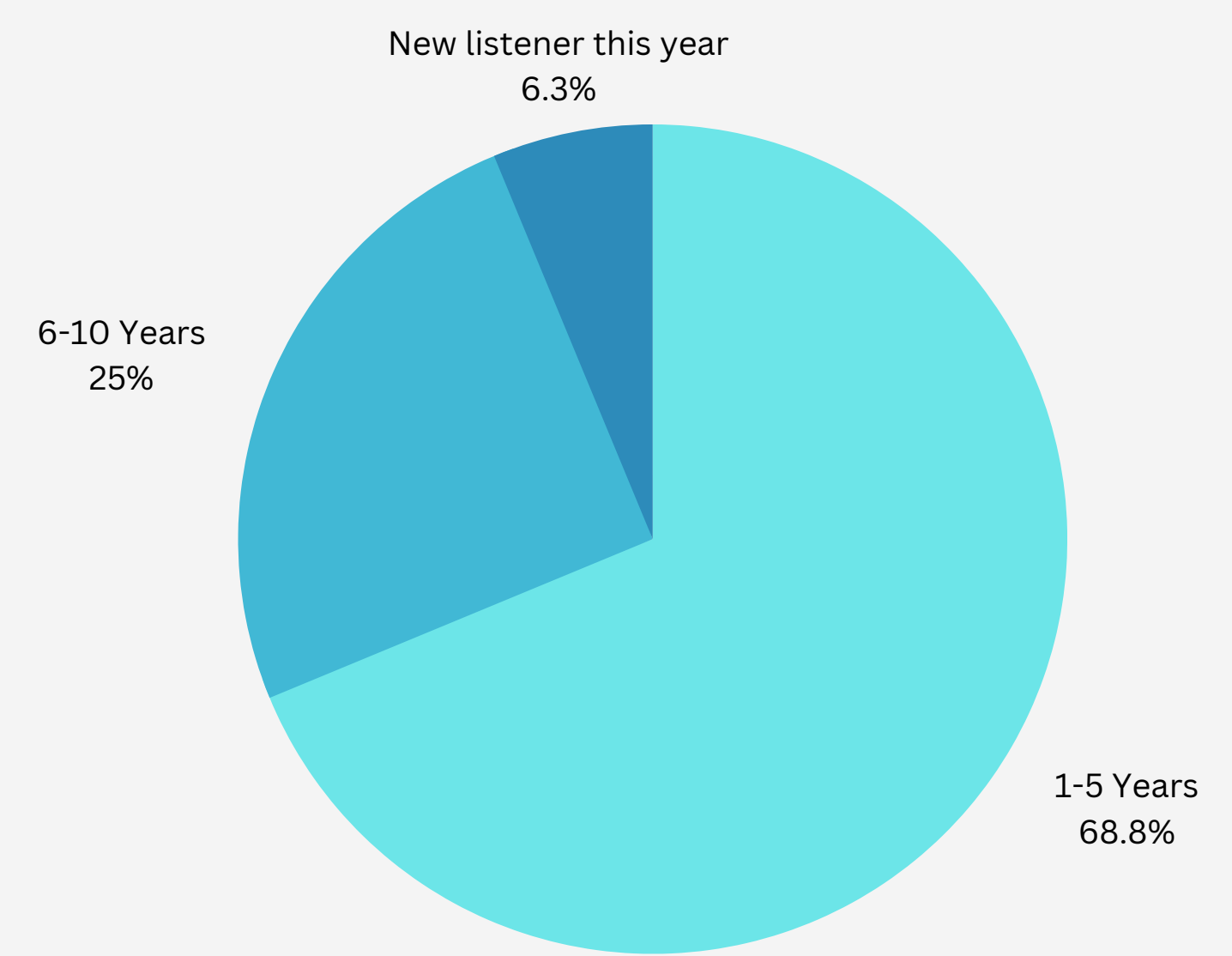
## HOW HAS THE RADIO SHOW EXPANDED?

- The Questions and Answers were added to my blog in 2015
  - In 2020, the blog had over 10,000 views for the year
- In 2021 the show was recorded and added to my podcast
  - Average 15 downloads per show
  - 84% of the downloads are from the United States
  - 15% of the downloads are from Europe

## 56% of survey participants who listen to the Yard and Garden show every week (N=19)

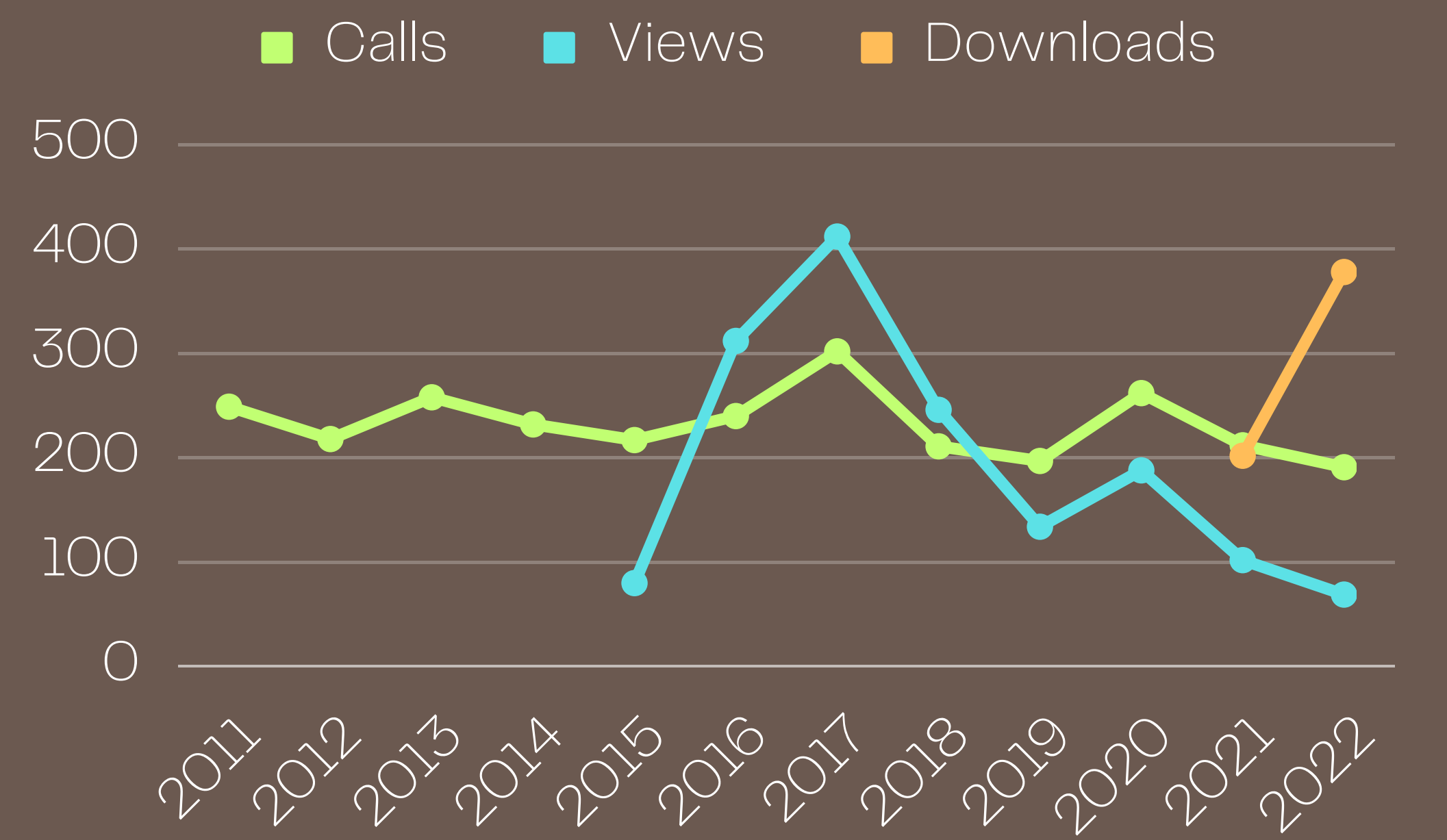


## Survey participants listen to the Yard and Garden show (N=19)



## LONGTERM IMPACT

Graph shows number of calls to the show over the years in green, the number of views to the blog in blue, and the number of downloads from the podcast in orange.



## TESTIMONIALS

"You do a wonderful job of keeping us informed. Nicole has always helped me with any issue I have. I trust her knowledge."

"It's an awesome show, keep up the great work! :-)"

"I love listening every week - I am new to gardening so I love to learn! Nicole has helped me with my tomato questions in the past!"

"Thank you for always answering our questions! It's appreciated!"

"Love it!!!!"

"You do great things for our area! Thank You!"



Nicole Stoner and Kyle Broderick with show producer Randy Bauer on the set of Yard and Garden Live

## CLIENTELE REACH

Numbers reflect reach from the 2022 broadcasting season and before.

<b>4,500</b> listeners to the show on a weekly basis through the season.	<b>1,500</b> Views to the blog Q&A posts since they were added in 2015.	<b>600</b> Downloads of the show from the 2021 & 2022 seasons, or since the podcast began.
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[Link to Plants and Pests Blog](https://plantsandpests.wordpress.com)



plantsandpests.wordpress.com

[Link to Yard and Garden Podcast](https://yardandgarden.buzzsprout.com)



https://yardandgarden.buzzsprout.com