



**Marketing your Programming**

Anne Nardi  
Marketing and Communication Specialist  
UW-Madison Division of Extension

Follow us:   Join our Listserv: [join-ncrwater@lists.wisc.edu](mailto:join-ncrwater@lists.wisc.edu) [northcentralwater.org](http://northcentralwater.org)

---

---

---


---

---

---



---

---



**Know your Audience**

- Who is the audience?
  - Extension educators, SWCDs, NRCS, etc.
  - Manure haulers
  - Producers and Ranchers
- Get to know them
  - Biggest problems
  - Barriers to attending programming
  - Favored communication channels

Follow us:   Join our Listserv: [join-ncrwater@lists.wisc.edu](mailto:join-ncrwater@lists.wisc.edu) [northcentralwater.org](http://northcentralwater.org)

---

---

---


---

---

---



---

---



**Engaging the Media**

- Press Releases have changed
- Identify outlets that are the best fit for your audience
- Write a "feature story" with narrative as your release
  - Lead – interesting fact, provocative statement, anecdote, quote, question, description
  - Transition
  - Incorporate quotes
  - Background information
  - Ending that relates back to the lead

Follow us:   Join our Listserv: [join-ncrwater@lists.wisc.edu](mailto:join-ncrwater@lists.wisc.edu) [northcentralwater.org](http://northcentralwater.org)

---

---

---


---

---

---



---

---



### Engaging the Media

- Share the release with outlets
- Relationships matter!
- Offer opportunities to enhance the story
- Post the story on your own outlets when possible and share via social media

Follow us:   Join our Listserv: [join-ncrwater@lists.wisc.edu](mailto:join-ncrwater@lists.wisc.edu) [northcentralwater.org](http://northcentralwater.org)

---

---

---


---

---

---



---

---



### Other Marketing Options

- Email marketing
  - Relying on central or department lists
  - Accessing publicly available information
  - TIP: Segment audiences where possible
- Social media
- Leverage partner organizations and their networks

Follow us:   Join our Listserv: [join-ncrwater@lists.wisc.edu](mailto:join-ncrwater@lists.wisc.edu) [northcentralwater.org](http://northcentralwater.org)

---

---

---


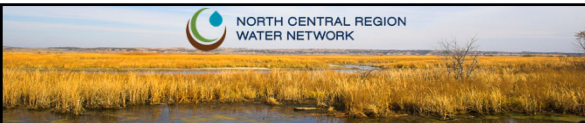
---

---

---



---

---



### Thank you!

Anne Nardi  
[anne.nardi@wisc.edu](mailto:anne.nardi@wisc.edu)  
UW-Madison Division of Extension

Follow us:   Join our Listserv: [join-ncrwater@lists.wisc.edu](mailto:join-ncrwater@lists.wisc.edu) [northcentralwater.org](http://northcentralwater.org)

---

---

---

---

---

---

---

---