



Tillin' It Like It Is Podcast:

Extending Beyond the County Line

Meet Your Hosts



Dr. Blake Carter
Laurens County ANR Agent



Savannah Tanner
Emanuel County ANR Agent



Featuring:

Bacon, J., Baxter, L., Bennett, J., Black, A., Carter, S., Collins, C., Dean, C., Fluech, B., Geurin, A., Greene, R., Greene, R., Hand, C., Halbrook, M. C., Hall, D., Harris, G., Hinkle, N., Jackson, B., Kester, K. (Wisconsin Extension), Knight, C., McAllister, S., McDaniel, T. (NC State Extension), Moore, S., Parker, W., Partain, H., Porter, W., Reynolds, S., Royal, C., Sapp, P., Sawyer, A., Shealey, J., Shirley, A., Smith, A., Tanner, R., Triplett, M., Tyson, C., Tyson, J.

Why We Hit Record



As agricultural literacy declines and misinformation spreads across digital platforms, Cooperative Extension must use communication channels aligned with modern media consumption habits. Research studies focusing on farmers found that radio and educational videos are useful methods for disseminating agricultural information. Podcasts can serve as an effective alternative to instructional videos in areas where bandwidth limitations make video streaming difficult, making them a strategic tool to engage agricultural stakeholders and rural communities. Considering these findings, the Tillin' It Like It Is Podcast was created to meet the needs of farmers, combat misinformation, and strengthen agricultural awareness in local communities. Five educational objectives guided program development:

Audience Demographics



72.6% Male | 26.3% Female

- 2% of listeners are 18-22 years old
- 9.6% of listeners are 23-27 years old
- 26.9% of listeners are 28-34 years old
- 25.7% of listeners are 35-44 years old
- 19.4% of listeners are 45-59 years old
- 15.8% of listeners are +60 years old



66% of listeners are located in Georgia

Podcast Metrics



5235 Episode Streams/Downloads



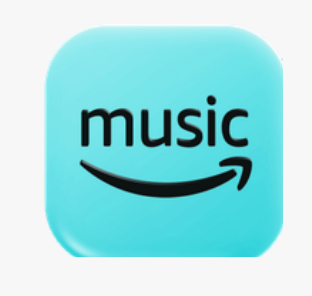
26.5 Hours of Educational Content



207 Spotify Followers



163 Apple Podcast Followers



107 Amazon Music Followers

Behind the Mic

Five educational objectives guided program development:

1. Increase awareness of Georgia agriculture, research, and Extension programming.
2. Deliver timely, science-based recommendations in an accessible audio format.
3. Strengthen trust and connectivity between producers, specialists, and Extension.
4. Enhance appreciation for agriculture's economic and community impact across Georgia.
5. Expand Extension's reach beyond traditional in-person programming.



From Field to Feed



One factor that distinguishes Tillin' It Like It Is from other Extension podcasts is the diversity of topics covered. While several University of Georgia podcasts focus on specific commodities (e.g., Talkin' Cotton and All About the Pod) or program areas (e.g., Two Agents and the FACS), Tillin' It Like It Is focuses on the wide range of questions county agents receive while also highlighting the three branches of Extension: Agriculture and Natural Resources, 4-H Youth Development, and Family and Consumer Sciences. Topics are categorized as in-season (March–October), focusing primarily on row crop production, and off-season, highlighting specialty crops such as pecans, blueberries, and watermelons while also featuring programs from 4-H and FACS. Each episode also includes short segments addressing local topics such as lawn care, pruning, and tree health.



Additional Media Metrics

- 604 Facebook followers
- 55,011 content views & 37,000 impressions (Fb)
- 243 monthly views & 20 subscribers on YouTube
- 100 monthly interactions on the Blog
- 58 TikTok followers with 2,800 views

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Disaster Response Communication

Following Hurricane Helene, an episode addressing flood damage, livestock safety, and disaster documentation gained significant traction and was shared by the Georgia Department of Agriculture and local Farm Service Agency offices. A cattle producer later contacted the hosts after learning about fencing repair supply distributions coordinated by the Georgia Cattlemen's Association.

Rapid Pest Updates for Producers

During the 2025 growing season, southeast Georgia experienced widespread damage from the newly invasive cotton jassid. The podcast began providing bi-weekly updates on pest thresholds and insecticide responses, allowing producers to stay informed during the evolving outbreak.

Trusted Extension Information Source

One cotton agronomist reported receiving faster and more updated information from the podcast than from his company's internal R&D division, demonstrating the value of timely Extension communication.

Your Turn In The Booth



6 Tips For Podcasting in Extension:

1. Start with Local Issues
2. Keep Equipment Simple
3. Leverage Extension Expertise
4. Promote Through Existing Channels
5. Track Engagement and Impact
6. Review Metrics and Make Adjustments

Always remember, impact and numbers take time. You may not be the next Joe Rogan, and that is okay! Just try it and see where it takes you.

