



Extension on the Go

Podcasts become a growing media platform with majority of listenership occurring while at work or in transit. Nearly half of the US population have listened to podcasts, while 37% of the US population listens regularly to podcasts. To help increase outreach opportunities for Alachua County residents and other Floridians, UF/IFAS Extension Alachua County started a new podcast titled [Extension Cord](#).

Extension Cord provides opportunities for people on the go to have extension available at their fingertips. Each podcast episode discusses updates on extension programs, educational programming, discussions with researchers, or timely announcements. Since March of 2020, the extension office began recording monthly podcasts and has discussed topics related to food safety during COVID-19, Florida's water resources, mixed-species lawns, Florida's coastal ecosystems, and vegetable gardening.

September's upcoming podcast episode, Hunker Down, will be about Hurricane preparedness. The program will cover developing an emergency plan and preparing your landscapes, pets, and large animals for hurricanes.

Extension Cord has become an opportunity for agents, volunteers, and specialists to connect to Floridians in a broader capacity. In total, over 500 listeners have engaged in the podcast. Extension Cord is available on all major streaming platforms, including Apple, Google, and Spotify.