

BLOGGING AND PODCASTING IN A WORLD OF “NEW MEDIA”. Chuck Zimmerman, President, ZimmComm New Media, LLC, Holts Summit, MO, 65043.

What do today's web savvy growers do when in need of information? Just like most anyone else they go online and search for it with services like Google. So how do you join the online conversation so your message gets through the clutter? One of the best ways is with frequently updated topical blogs and podcasts. The investment in creating your own blog or podcast is minimal other than your time. If you're passionate about your subject and like to write or talk then let your inner voice out through new media tools.

The benefits to using new media mechanisms include communicating in a very personal way directly with your target audience, allowing your audience to subscribe to your content, becoming easy to find in search engines searches and creating an online archive of your work. With the use of RSS (really simple syndication), which is the mechanism that drives the subscription element of new media, you'll be reaching growers in a way you've never thought possible. Chances are they'll be the thought leaders who adopt new technology first. Do you know a grower without a mobile phone today? Those phones are the device that much of this new media technology is built to feed. Why not be one of the first to provide vital information they need on the device they carry around with them?