

# ALL BUGS GOOD AND BAD WEBINAR SERIES: VIRTUAL DELIVERY

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## Introduction

A monthly lecture series was developed as a group effort by

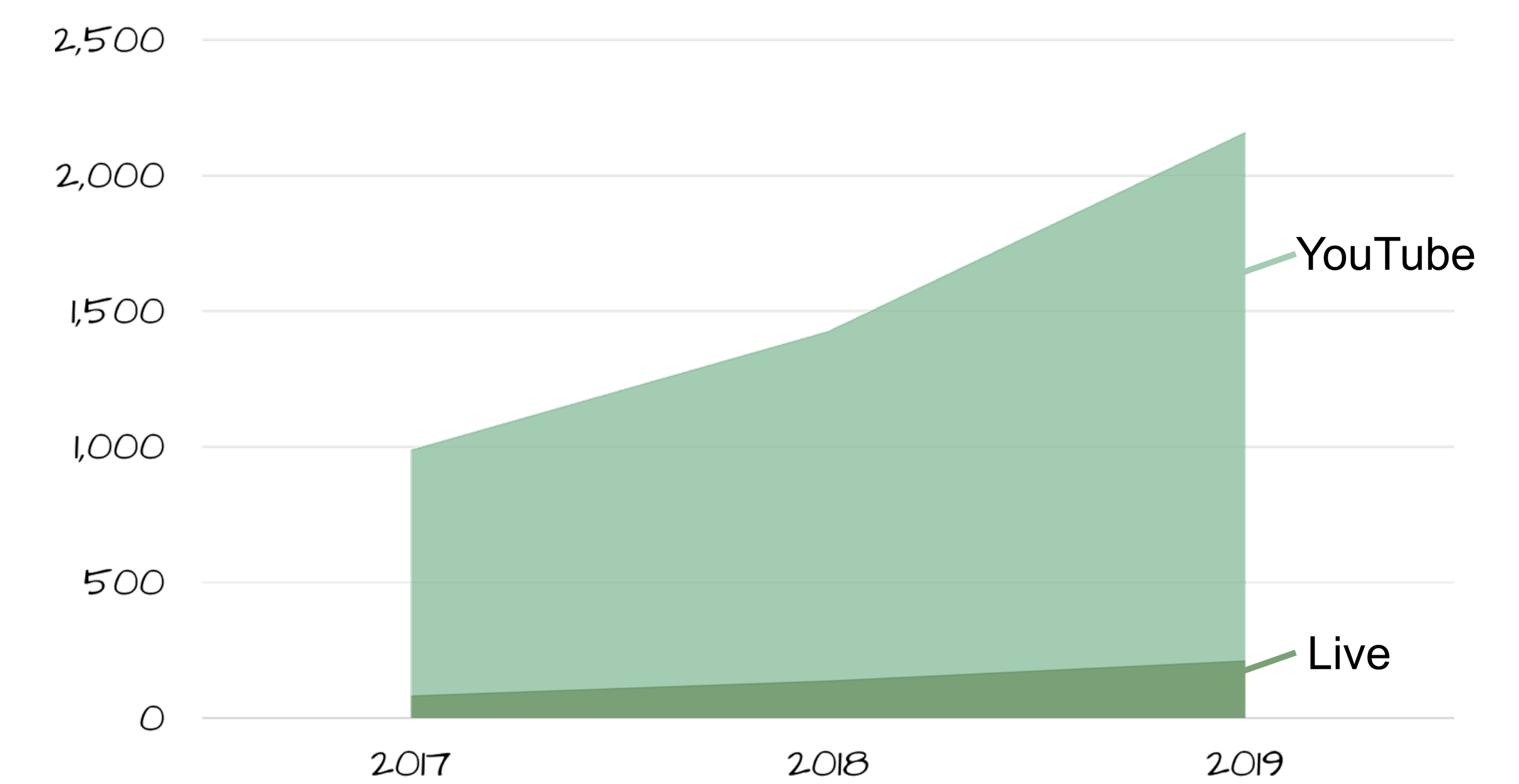


The Urban IPM and Ant Pests eXtension Communities of Practice (CoP) delivered the inaugural webinar on May 10, 2012 via Adobe Connect. This marks some of the first eXtension programs to be offered virtually. In 2014, the webinar series was renamed the All Bugs Good and Bad Webinar Series (ABGB). In 2016, recordings of the ABGB webinars were made available to the public via YouTube. For the last three years, the hour-long ABGB webinars were conducted and delivered to the public via Zoom Video Conferencing.

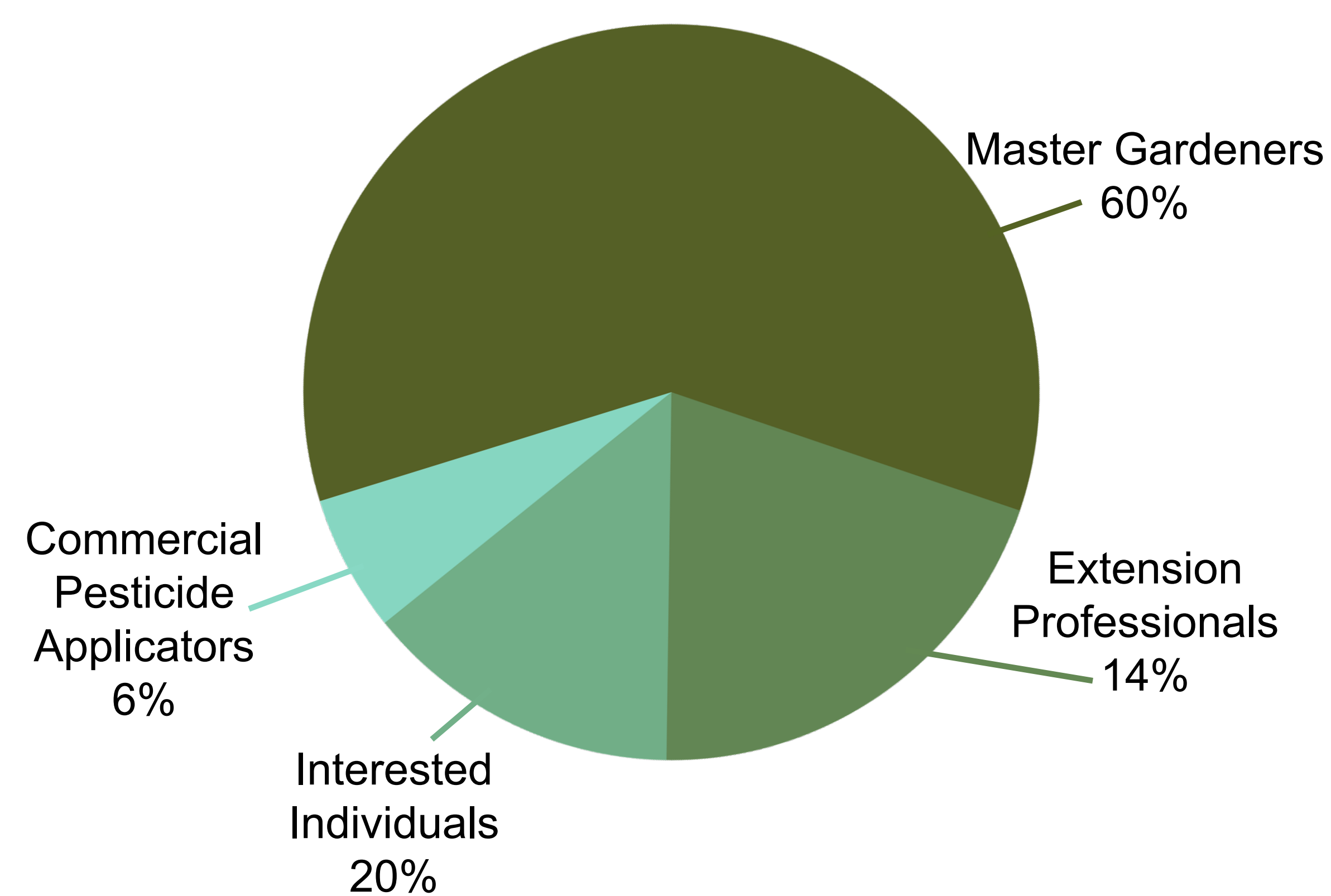


2019  
All Bugs Good and Bad Webinar Series  
schedule

Live vs. YouTube Participants  
(average per webinar)



ABGB Audience by affiliation



## Purpose

Extension's audience often needs fundamental knowledge of pest identification, biology, and management. This lack of knowledge often leads to the overuse of pesticides, the use of unnecessarily dangerous pesticides and do-it-yourself remedies, and the over expenditure of time, energy, and money to manage pests.

Live and YouTube Participants  
(total per webinar)



## Methods

From the beginning, ABGB speakers deliver timely, reliable, research-based information and offer applicable, effective integrated pest management solutions to problems. Live webinars give the viewing audience the opportunity to pose questions directly to a speaker that is considered an expert in his/her field. YouTube recordings were made available after the event allowing for later viewing. Surveys were sent to participants immediately following each webinar. Participants were surveyed again one year later to gauge impact.

## Conclusions

All Bugs Good and Bad virtual program delivery is an effective means of disseminating Extension research-based information to a large audience.

**66%**  
of all viewers  
implemented a new IPM practice  
in their home or landscape.

