

WADING INTO SOCIAL MEDIA

Description: To remain (or become) relevant in an ever-changing world, we must go to the places where our audiences are located. The average child spends more than 6 hours a day connected to technology- if we want to either become or remain relevant, we must embrace these technologies. Additionally, audiences that we previously were unable to connect with are consistently utilizing technology and social media to connect to the world around them. This session will include lively discussion on the technologies we can use to achieve our aquatic education goals.

Location: Scott Peak Room

Session Time: Wed., 9:30 AM

Presenters: Ethan Rotman, Fishing in the City/ Trout in the Classroom Coordinator, California Dept. of Fish and Wildlife and Richard Muñoz, Fishing in the City Coordinator, California Dept. of Fish and Wildlife

Ethan Rotman

As an environmental educator for the past 40 years, Ethan has created and managed a variety of programs including Mobile Fish Exhibits, Trout in the Classroom, Hatchery Interpretation, Fishing in the City and more for the California Dept. of Fish and Wildlife.

He has been an active member of AREA since 1995 and enjoys the opportunity to interact with other forward-thinking professionals.

Richard Muñoz

Richard has worked for California State Parks for the past 10 years as an interpreter. Richard's passion is to affect new and disengaged audiences to facilitate meaningful connections to the natural world, our agency and the local community. He has effectively done this through traditional interpretive programs, graphic design, utilizing technology and social media, and community partnerships.