

## Specialist Biographical Information



**Bret R. Shaw**  
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## Bret R. Shaw

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## Programming Areas

- Social marketing
- Outreach and information campaigns
- Audience segmentation
- Formative and evaluative research
- Persuasion

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## Audience and Partners

- Aquatic invasive species prevention
- Water and forestry educators
- Solid and hazardous waste professionals
- Wildlife management
- Faith-based organizations
- Volunteer monitoring programs

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## Educational Resources

### Publications

- Shaw, B.R., Dalrymple, K.E. & Brossard, D. (in press). Factors associated with behavioral compliance to prevent the spread of viral hemorrhagic septicemia. *Journal of Extension*.
- Shaw, B., Chenoweth, R., Radler, B., Heilberger, P., Dearlove, P. (in press). Predicting intent to install a rain garden to protect a local lake: An application of the theory of planned behavior. *Journal of Extension*.

- Spartz, J. & Shaw, B. Place meanings surrounding an urban natural area: A qualitative analysis. (in press) *Journal of Environmental Psychology*.
- Ryan, B. & Shaw, B. Improving hunter recruitment and retention. *Human Dimensions of Wildlife*, 16, 5.

### **Workshops, Wislines and Other Programs**

- Shaw, B. & Dalrymple, K. Social Marketing Campaigns for AIS. Presented at the 33<sup>rd</sup> Annual Wisconsin Lakes Convention, Green Bay, Wisconsin, April 14, 2011.
- Shaw, B. & Dalrymple, K. From knowing to doing: Social marketing results and discussion Presented at the Fall AIS Coordinators Meeting, Stevens Point, Wisconsin. November 1, 2010.
- Shaw, B. What is Social Marketing? Presented at the Oshkosh-Winnebago Community Health Improvement Plan (CHIP) Social Marketing Workshop, Oshkosh, WI, October 13, 2010.
- Shaw, B. Public Opinion about Hunting in Wisconsin. Paper presented at Wisconsin Outdoor Communicators Association 2010 Annual Meeting, Eagle River, Wisconsin, August 6-8, 2010.
- Shaw, B. & Ryan, E. Testing the effects of social networking and new media technologies to promote hunting in Wisconsin. Presented at the 2010 Wisconsin Conservation Congress Annual Convention at Lake Geneva, Wisconsin, May 7<sup>th</sup>, 2010.
- Shaw, B. Marketing Lakeshore Protection. Plenary talk presented at the 32nd Annual Wisconsin Lakes Convention at Green Bay, March 31, 2010.

### **Online Tools**

- The Environmental Communication and Social Marketing newsletter provides a forum for communication between professionals in the social and natural sciences who share a common interest in promoting behaviors that will positively impact the environment. <http://ecsm.uwex.edu/>

### **Research and Outreach**

- Shaw, B., Stepenuck, K., Goers, E. & Clayton, C. Communicating Results to Volunteers in the Citizen-based Stream Monitoring Network: Expanding Program Reach and Impact. Presented March 5th at the Department of CRD Symposium/CNRED Colloquium, Monona Terrace Convention Center in Madison, WI, March 5, 2009.