

Research Special Interest Group

—Fall 2004—

Mission Statement: The Research SIG is dedicated to encouraging, improving, recognizing, and reporting research relevant to the members of the organization and the institutions they represent.

Officers

Chair: David L. Doerfert, Texas Tech University
Vice Chair: Gary Wingenbach, Texas A&M University
Vice Chair Elect: Steve Hill, Kansas State University

Summary of SIG Business Meeting at Annual Conference

Twenty-five SIG members were present for the annual meeting that was called to order by Tracy Irani, SIG chair. Tracy Rutherford agreed to record the minutes of the meeting.

Committee Reports

1. *Research Paper Process*

Report was presented by committee chair Mark Tucker (The Ohio State University) with committee members Ricky Telg (University of Florida), Dwayne Cartmell (Oklahoma State University), Chad Davis (Texas Tech University), and Laura Hoelscher (Purdue University). The committee recommended that the Research paper process be move from abstract to full paper review. The paper evaluation guidelines were also clarified by the committee. In addition, expectations were created for the presentation Discussants. These committee recommendations were enacted for the 2004 Research meeting.

2. *Increasing Graduate Student Involvement*

Report was present by committee chair Gary Wingenbach (Texas A&M University) on behalf of subcommittee members Jack Elliot (University of Arizona), Michael Woods (Michigan State University), Jeff Miller (University of Arkansas), Amanda Ruth (graduate student, University of Florida), and Chris Lavergne (graduate student, Texas A&M University). The committee had three primary recommendations with the first two implemented for the 2004 ACE Conference.

- Develop an awards program to recognize graduate student research papers.
- Develop a competition for the best research proposal, master's thesis, and doctoral dissertation.
- Conduct workshops during the ACE conference to enhance graduate student research abilities.

3. *Agricultural Communications Summit*

David Doerfert (Texas Tech University) presented the committee report on the behalf of members Tracy Irani (chair Research SIG, University of Florida), Tracy Rutherford (chair Academic Programs SIG, Texas A&M University), Cindy Akers (vice-chair Academic Programs SIG, Texas Tech University), and Larry Whiting (The Ohio State

University). The committee met through nine teleconferences, one face-to-face meeting, and over 130 e-mails to plan the 2004 Agricultural Communications Summit. The Summit will be held June 23-24 in conjunction with the 2004 International ACE meeting. Funding for the Summit was secured through sponsorship by Pioneer Hybrid International and an ACE Professional Development Grant. Funds were used to develop the Summit guide, hire facilitators, provide a meal on Thursday, and conduct follow-up communications.

2004 Awards for Research

1. Research papers and proposals

The awards for outstanding research papers were presented by Gary Wingenbach. There were 18 research papers submitted and 9 papers accepted for presentation at the 2004 ACE meeting.

Faculty Research Papers

1. *Integrating Critical Thinking into Agricultural Communication Curricula* – Ricky Telg, Tracy Irani, University of Florida
2. *Demystifying the Puzzle of Applied Communication Research* – Mark Tucker, Stan Ernst, Coreen E. Henry, The Ohio State University
3. *An In-Depth Look at Internet Adoption and Use by Iowa Farm Families: Implications for Communicators* – Eric A. Abbott, Iowa State University

Graduate Student Research Papers

1. *A New Direction for Agricultural Media Relations: Meeting Journalists' Information Needs Through the Web* – Amanda M. Ruth, Denise Bortee, Ross Ford, Sandra Braun, Kelly Flowers, University of Florida
2. *Reporting Mad News: Framing of the Mad Cow Media Coverage* – Amanda M. Ruth, Emily E. Eubanks, University of Florida
3. *Scaling the Rural-Urban Digital Divide: Agricultural Trade Magazine Publications' Usage of the Internet to Reach Rural Audiences* – Emily B. Rhoades, University of Florida

Outstanding Graduate Student Research Proposal: Ashlee Vinyard, Texas Tech U.

2. Outstanding Graduate Student Research

The awards for outstanding graduate student research were presented by David Doerfert. There were four master's thesis and two doctoral dissertation submitted. The three judges were thanked for their efforts. The following winners were presented plaques.

Outstanding Masters Thesis: Leslie Simon, Texas Tech University

Outstanding Doctoral Dissertation: Chad Davis, Texas Tech University

New Business

David Doerfert assumed the role as chair of the Research SIG for 2004-05. Election of Vice Chair-elect for 2004-5 was conducted (to serve as vice chair in 2005-06 and SIG chair in 2006-07). Steve Hill, Kansas State University was nominated prior to the meeting, passed by general consent.

A gift of appreciation was presented to retiring Research SIG Tracy Irani for her leadership and efforts on behalf of the SIG during the past year. Additional discussion included a suggestion to explore a research meeting conducted as a pre-conference meeting as a means to facilitate attendance and enhance scholarly discussion.

SIG Communication Plan

The officers of the Research SIG plan to meet on a regular basis via teleconference during the year. Communications to the SIG membership will be made through the ACE newsletter and through e-mail. The Web page will be updated/maintained on a more regular basis.

How are leadership responsibilities being divided among the officers?

The leadership team structure that was initiated during the previous year will be continued for this year. The Chair position (David Doerfert) will be responsible for the items listed in the ACE SIG Leader Handbook (p. 8-9) as well as for the annual Research Meeting and the various follow-up activities of the 2004 Ag. Communications Summit. The Vice Chair (Gary Wingenbach) will be responsible for the graduate student awards competition and will assist with the research meeting. The vice chair-elect will be responsible for ensuring that the SIG web site remains current and will assist the chair and vice chair as needed. All three officers will be involved with the Summit follow-up activities.

How is SIG leader's communication with members, and on what schedule?

Communications to the SIG membership will be made through the ACE newsletter and through the listserv at least four times during the year. In addition, the Web page will be updated on a more regular basis. Additional communications to the Action Teams (created as a result of the Summit) will be made as needed to ensure that the work is completed prior to the 2005 annual meeting.

How are SIG leaders encouraging member to communicate with each other?

Action Teams will be formed as a follow-up to the priorities identified by the Ag. Communications Summit participants and a post-Summit voting process. These Action Teams will be created during an October 6, 2004 conference call between the officers of the Research and Academic Programs SIGs. It is anticipated that the members involved in these Action teams will be in communication with each other on a regular basis. The SIG leadership will attempt to disseminate progress reports to the SIG membership for the purposes of informing and stimulating additional conversations.

What is the status of the SIG Web site?

The SIG Web site is currently maintained by Dale Layfield at Clemson University. The site contains many helpful links for SIG members. The site is currently being reviewed to ensure that it is meeting the needs of the SIG membership.

What are the SIG's concerns relative to the C&A Awards program?

Not applicable.

What steps will you take to solicit nominations for the Award of Excellence? How will the SIG select its Award of Excellence winner?

A call for nominations will be issued in January. The leadership team will review the nominations and take the appropriate steps to select a winner.

What steps will you take to encourage members to submit articles and reviews to the JAC?

The Research SIG is always very active in submitting manuscripts to the JAC but will be active in improving this level of activity. Those who were selected for presentation at the 2004 Research Meeting were encouraged to submit their papers to JAC for possible publication.