



Charting a New Course

ASSOCIATION FOR COMMUNICATION EXCELLENCE
JUNE 11-14, 2012 • ANNAPOLIS, MD

Photograph by Edwin Remsberg

Elaine Edwards

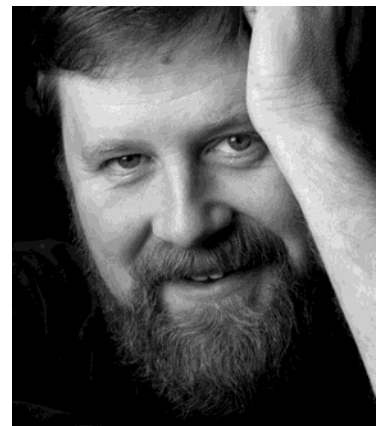
ACE President, Kansas State University

Joanne Littlefield

Program Co-chair, Colorado State University

Edwin Remsberg

Program Co-chair, University of Maryland



Welcome to Annapolis and the 2012 ACE meeting: Charting a New Course!

From brainstorming ideas for the theme of this fair-weather meeting, to the gritty details of program proposal review, the team that put together this conference really completed a yeoman's task. From keeping a weather eye on the state of our field and the pulse of current and potential members of ACE to providing a rich and local Chesapeake Bay experience, the members were thoughtful and innovative in their conference ideas.

A review of the conference offerings provides the echo of a resounding theme. Our field is changing rapidly and if we really want to not only stay afloat in our jobs, but to lead the change and thrive, it's time to rethink how we do business.

We hope your ACE 2012 conference experience is as rich as the projected harvest of blue crabs, and that you'll leave the salty air renewed and rejuvenated in your life's work.

Elaine, Joanne and Edwin

Elaine H. Edwards

Joanne Littlefield

Edwin H. Remsberg



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Photographs Courtesy of Edwin Remsberg



Schedule at a Glance

Sunday, June 10

8:00 a.m.–5:00 p.m. ACE Board Meeting—*Skipjack (Room 362)*

Monday, June 11

8:00 a.m. Registration—*Atrium*
ACE Board Meeting—*Skipjack (Room 362)*

9:00 a.m.–Noon Research SIG Presentations—*Point Lookout*
1:30 p.m. JAC Board Meeting—*Point Lookout*
State Representatives Meeting—*Ballroom A*

1:30–4:30 p.m. Overcoming Immunity to Change Workshop—*Ballroom C*
2:30 p.m. SIG Leader Training—*Ballroom A*
5:00 p.m. ACE Presidents Reception—*Presidential Suite (Room 616)*
6:00 p.m. Welcome Reception (light refreshments and cash bar)—*Atrium*
7:30 p.m. Dinner on your own
9:00–11:00 p.m. Hospitality Suite—*Presidential Suite (Room 616)*

Tuesday, June 12

7:30 a.m. Registration—*Atrium*
Continental Breakfast—*Atrium*
Silent Auction (all day)—*Atrium*
Posters and Exhibits—*Atrium*

8:15 a.m. **Session 1—SIG Meetings**
1a. Information Technology—*Windmill Point East*
1b. Publishing/Graphic Design—*Ballroom C*
1c. Academic Programs—*Breeze Private*
1d. Marketing SIG Business Meeting—*Thomas Point*
1e. Diversity—*Windmill Point West*
1f. International—*Skipjack (Room 362)*

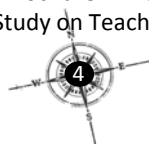
9:15 a.m. **Session 2**
2a. Converting Publications to eBooks, Step-by-Step—*Windmill Point East*
2b. Adopting and Issues Management Approach for Strategic Communications—*Ballroom C*
2c. On Target Recruiting: Utilizing Survey Software to Test Marketing Materials—*Breeze Private*
2d. EESC and Three Handbooks: Too Complicated, Too Much Work, or Just Right?—*Skipjack (Room 362)*
2e. iEdit with Final Cut X—*Windmill Point West*
2f. Showcase Presentations—*Thomas Point*

- University of Maryland Extension-Calvert County 4-H Uses Social Media as an Educational and Recruiting Tool
- Making Social Media Work for You

10:15 a.m. **Session 3**
3a. Connecting the Pieces: Understanding the Public Policy Opinions of Consumers, Agricultural Leaders, and Agricultural Producers—*Windmill Point East*
3b. Where Do We Go From Here?—*Windmill Point West*
3c. Federal Funding for Land-Grant Colleges of Food, Agriculture, and Natural Resources—*Breeze Private*
3d. Where the Left Brain Meets the Right Brain: Artists and Editors in Collaboration—*Thomas Point*
3e. You Don't Know (the New) JAC!—*Skipjack (Room 362)*
3f. Getting the Social Out of Your Social Media Efforts—*Ballroom C*

11:30 a.m. Lunch—*Ballroom A-B*
Hermance Speaker: Tom Horton, environmental journalist and author
Chesapeake Bay, the Nation's Greatest Estuary: What Makes It So Special, and Also Specially Vulnerable

1:30 p.m. **Session 4**
4a. An E-Pub Compass—*Windmill Point East*
4b. Leading through Change: The Unique Role Communication Units Play in Organizational Change—*Ballroom C*
4c. The Art of the Promotional Brochure—*Thomas Point*
4d. Ninja Kitchen Game: Case Study on Teaching Science with Games—*Skipjack (Room 362)*



- 2:30 p.m. 4e. ACE Members' Preferred Sources for Agricultural Communications Research—*Windmill Point West*
4f. Editor's Roundtable—*Breeze Private*
Session 5
5a. Beyond PDFs—*Ballroom C*
5b. Tuning Up the "One-man Band": Shooting Skills for the Non-shooter—*Windmill Point East*
5c. Educational Media: When You Need a Game, a Website, an App or a Video, and How to Know When You Need All of the Above—*Thomas Point*
5d. On Becoming Development Facilitators: The Need for Communication for Development Training for Agricultural Extension Workers in Turkey—*Skipjack (Room 362)*
5e. Learning Together—*Breeze Private*
5f. Engaging Youth in Social Media—*Windmill Point West*
- 3:30 p.m. **Session 6**
6a. Writing Tightly: Eliminating Unnecessary Words That Aren't Needed—*Ballroom C*
6b. Disasters: There's an App for That!—*Thomas Point*
6c. Blending the Academic Unit: Welcoming Professional Communicators as Educators—*Windmill Point East*
6d. Applying Principles of Librarianship to Extension Information Management: An Intro to Ranganathan's Five Laws—*Breeze Private*
6e. It's Just a Cow, Right?—*Windmill Point West*
Retiree Meet and Greet—*Presidential Suite (Room 616)*
- 4:30 p.m. **Session 7**
7a. Are You Communicating More and Heard Less?—*Ballroom C*
7b. Making a Difference: A New Tool to Share Extension's Story—*Breeze Private*
7c. Using QR Codes to Market Extension Demonstration Landscapes—*Thomas Point*
7d. Kick Starting Your Grant Writing Success—*Windmill Point East*
7e. 15-Minute Showcase Presentations—*Windmill Point West*
- Streams of Consciousness: Charting New Courses in Rural Tourism
 - The ACE Archives: A History of Communication
 - Let's Have a Discussion about Reaching Niche Audiences
- 5:30 p.m. ACE Live Auction (cash bar available)—*Ballroom A-B*
7:00 p.m. Dinner on Your Own
9:00–11:00 p.m. Hospitality Suite featuring X-Tension Chords Unplugged—*Presidential Suite (Room 616)*

Wednesday, June 13

- 7:00 a.m. Registration—*Atrium*
Posters and Exhibits—*Atrium*
- 7:30 a.m. Breakfast Buffet—*Ballroom A-B*
ACE Critique and Awards Ceremony—*Ballroom A-B*
ACE Business Meeting—*Ballroom A-B*
9:30 a.m. ACE Organizational Structure Q&A (immediately following business meeting)—*Ballroom A-B*
- 10:15 a.m. **Session 8—SIG Meetings**
8a. Electronic Media—*Windmill Point East*
8b. Writing—*Breeze Private*
8c. Media Relations—*Thomas Point*
8d. Social Media—*Ballroom C*
8e. Distance Education and Instructional Design—*Skipjack (Room 362)*
8f. Leadership and Management—*Windmill Point West*
- 11:30 a.m. Lunch—*Ballroom A-B* **Lunch sponsor—eXtension**
Tales of Navigating Change (panel presentation)
Jacy Johnson, Director, Iowa State University Extension and Outreach—Advancement
Kay Ledbetter, Communications Specialist, Texas AgriLife Research and Texas AgriLife Extension Service
Brandon Schulte, Director, Agricultural Leadership, Education and Communication—Educational Media, University of Nebraska-Lincoln
Mary Wirth, Director, College Relations & Communications, College of Agricultural Sciences, The Pennsylvania State University
Moderator: Brian Meyer, Director, College Relations, College of Agriculture and Life Sciences, Iowa State University



1:30 p.m.	Session 9 9a. Leading through Change: Does the Cheese Stand Alone?— <i>Ballroom C</i> 9b. Impact Redux—Where Are We in 2012?— <i>Breeze Private</i> 9c. Plant and Insect Photography: Cameras, Lenses, and Accessories— <i>Windmill Point East</i> 9d. National Preparedness Month: Are You Ready (OR Have You Helped Your Citizens to be Ready?)— <i>Windmill Point West</i> 9e. Succeeding in a Competitive World— <i>Thomas Point</i>
2:30 p.m.	Session 10 10a. Communication for Strengthening Relationship between Community Supported Agriculture Producers and Consumers: Findings of an Ohio Study— <i>Breeze Private</i> 10b. What's an XML and Why Do We Care— <i>Thomas Point</i> 10c. Filling Holes or Advancing the Story? What It Takes to Get the Most Out of Photography— <i>Ballroom C</i> 10d. Getting a Horse to Drink— <i>Windmill Point East</i> 10e. Mapping Organizational Change— <i>Windmill Point West</i>
3:30 p.m.	Session 11 11a. Then and Now: Extension's First 100 Years Will Launch Its Next 100 Years— <i>Thomas Point</i> 11b. Adobe InCopy: Building Bridges between Editors and Graphic Designers— <i>Ballroom C</i> 11c. Clicking to Successful Engagement with MSU Extension News (90 minutes)— <i>Breeze Private</i> 11d. Plant Photography: Controlling Light, Wind, and Moisture— <i>Windmill Point East</i> 11e. Charting a New Course for Personal Wellness (90 minutes)— <i>Skipjack (Rm 362)</i> 11f. Developing Games for Web AND iPhone AND Android AND iPad: Lessons Learned from Creating Games for Multiple Devices— <i>Windmill Point West</i>
6:00 p.m.	Depart hotel lobby for transport to Kentmorr Restaurant (optional dinner, pre-registration required)
7:00 p.m.	Crabfeast at Kentmorr Restaurant
9:00 p.m.	Depart Kentmorr Restaurant for return to hotel
9:00-11:00 p.m.	Hospitality Suite— <i>Presidential Suite (Room 616)</i>
9:30-11:00 p.m.	X-Tension Chords Nightclub (cash bar available)— <i>Point Lookout (Powerhouse Building, Third Floor)</i>

Thursday, June 14

7:30 a.m.	Registration— <i>Atrium</i> Continental Breakfast— <i>Atrium</i>
8:15 a.m.	General Session— <i>Atrium</i> Be Seen and Be Heard: Communicators' Role in Managing Issues <i>J. Scott Angle, Chair, APLU Board on Agriculture Assembly</i>
9:15 a.m.	Session 12 12a. Clicker Technology— <i>Ballroom A</i> 12b. Aerial Photography Best Practices— <i>Ballroom B</i> 12c. How Social Media Can Transform Media Efforts— <i>Ballroom C</i>
10:15 a.m.	Session 13 13a. Making Strides in Social Networking. Case Study: 4-H and Cooperative Extension— <i>Ballroom A</i> 13b. Current Media Trends in Agricultural Communications— <i>Ballroom B</i> 13c. Multimedia Journalism: A Fish Story— <i>Ballroom C</i>
11:30 a.m.	Depart for tours to Newseum and Fort McHenry (boxed lunch served on bus for tour participants)
3:00 p.m.	Fort McHenry tour returns to hotel
5:30 p.m.	Newseum tour returns to hotel End of Conference

Friday, June 15

Optional tour to the National Agricultural Archives/ACE collection in Rare and Special Collections, Beltsville, MD (pre-registration required)

ACE Member Reflection

As we approach the 100-year celebration of ACE, we are providing an opportunity for members to express what ACE has meant to them. A video camera is set up in the atrium so that members can provide a video testimonial. Videographers will be available before and after morning and afternoon sessions. They will also be roving during the conference to capture stories from ACE members. We encourage anyone to stop by and reflect on their ACE experience.



Keynote Presenters

Tom Horton

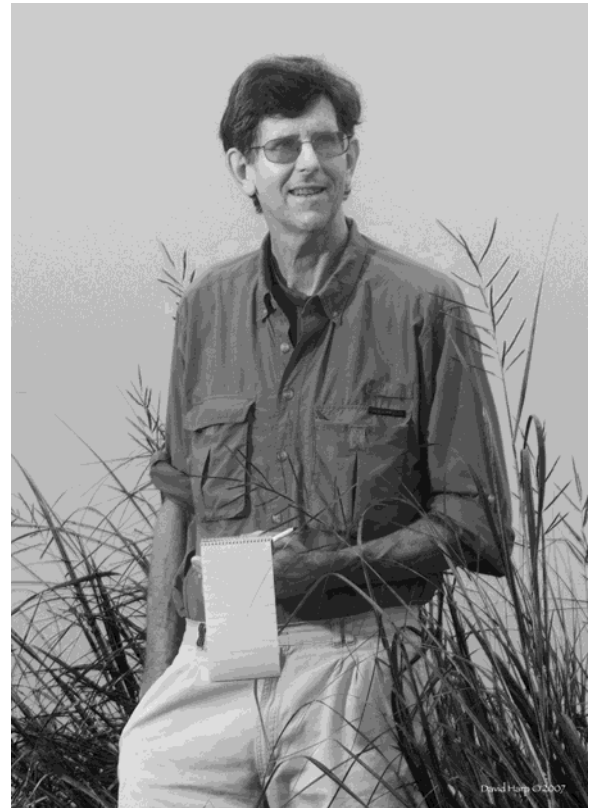
Hermance Speaker

Tuesday, June 12, 11:30 a.m.

Tom Horton is a native of Maryland's Eastern Shore who has written about Chesapeake Bay since 1972. He is author of eight books and numerous local and national magazine stories on the bay and the environment—topics ranging from the Amazon and Great Barrier Reef to oil spills in Alaska and famines in Sudan and Ethiopia.

He is a graduate of Johns Hopkins University with a degree in economics. After college he managed a million laying hens for Rose Acre Farms in Indiana. He translated Arabic for the U.S. government in the Middle East for four years.

He currently lives in Salisbury, Maryland, and teaches environmental studies and nature writing at Salisbury University, a branch of the University of Maryland. He recently paddled his kayak 500 miles around the Chesapeake and Atlantic Ocean coasts of Maryland and Virginia, and is also an avid bicyclist.



J. Scott Angle

General Session

Thursday, June 14, 8:15 a.m.

J. Scott Angle is chair of the APLU Board on Agriculture Assembly. An internationally known soil scientist, Angle became dean and director of the University of Georgia College of Agricultural and Environmental Sciences in 2005. Previously he was interim executive associate dean and director of the Maryland Agricultural Experiment Station, the Maryland Cooperative Extension Service and the University of Maryland College of Agriculture and Natural Resources. He has served as acting executive director of the Northeast Research Association, which promotes regional cooperation in agricultural research, and was chair of both the national and Northeast Regional Organizations of Experiment Station Directors.



A widely published researcher in soil microbiology and biochemistry, Angle is an authority on phytoremediation, the use of sewage sludge to spur crop growth, and the risks of genetically engineered organisms in agriculture. He was a Fulbright Scholar and is a fellow of the American Society of Agronomy and the Soil Science Society of America. Angle was recognized twice in seven years as one of the “100 Most Influential Georgians” by Georgia Trend Magazine.



Session Descriptions

MONDAY, JUNE 11, 1:30–4:30 p.m.

Overcoming Immunity to Change Workshop

Ballroom C

Have you felt committed to making a change in your personal or professional life but struggled with making any progress? It likely isn't because you are lazy or stubborn but because you are committed to something else that isn't apparent to you. "Immunity to Change" was developed through extensive research by Harvard faculty Robert Kegan and Lisa Laskow Lahey. This portion of the workshop will help participants to determine strategies to identify and begin to address their resistance to change.

Participants will need to commit to the whole three-hour period. A break will be provided, but participants may NOT come and go.

Kristina Boone—Kansas State University

TUESDAY, JUNE 12, 8:15 a.m.

SIG Meetings

1a. Information Technology

Windmill Point East (Powerhouse Building)

Annual business meeting of the Information Technology SIG.

Bob Bertsch—North Dakota State University

1b. Publishing/Graphic Design

Ballroom C

All who are interested in publishing or graphic design are cordially invited to the SIG's 2012 annual meeting. C&A award recipients are encouraged to informally share about their winning entries. We will also discuss professional development needs and opportunities for the upcoming year, and hand off the (in)famous "red pen" to our new SIG chair. Please come and share with your publishing and graphic design colleagues!

Janet Byron—University of California

1c. Academic Programs

Breeze Private

We will continue the discussion started last year on challenges and opportunities for academic programs in agricultural communications in the '10s. Please join us for a roundtable discussion as we focus on recruitment, ethics and plagiarism, and graduate programs among other topics.

Katie Abrams—University of Illinois

Emily Rhoades—The Ohio State University

Erica Irlbeck—Texas Tech University

1d. Marketing

Thomas Point (Powerhouse Building)

Join the Marketing SIG as it charts its future.

Emily Eubanks—University of Florida

1e. Diversity

Windmill Point West (Powerhouse Building)

Join the Diversity SIG as it charts a course for the coming year. Talk about joining Diversity SIG and Leadership and Management SIG members (and anyone else who is interested) in an online "book club" to read and discuss "Woven Leadership" by Kim Box. (It's a great professional development opportunity!) Or become a part of ACE history and help our organization grow into the 21st century by adding your voice and your face to the Diversity SIG's new ACE promotional video. Take a few seconds (or a minute) to tell us why you're a member of ACE—what you get out of it, why it's important to you, etc. No preparation or on-camera experience necessary... Everyone is welcome. You don't have to be a Diversity SIG member to attend or be "one of the stars"!

Tom Merrill—Louisiana State University

1f. International

Skipjack (Room 362)

Help plan the future for the International SIG.

Natalie Federer—Purdue University

TUESDAY, JUNE 12, 9:15 a.m.

Session 2

2a. Converting Publications to eBooks, Step by Step

Windmill Point East (Powerhouse Building)

This session will provide the step-by-step process used by New Mexico State University to convert Extension publications to two eBook formats, .mobi and .epub. NMSU builds publications first in Adobe InDesign; these files are then converted to HTML via Adobe DreamWeaver, and then into eBook formats via calibre, a free eBook conversion software. All steps of the process will be covered as we build an example eBook during the session. Session attendees should have some familiarity with Adobe InDesign, Photoshop, and Dreamweaver, as well as calibre (available from <http://calibre-ebook.com/>). Attendees will be given a handout with step-by-step instructions and screenshots of examples.

Frank Shoedice—New Mexico State University

2b. Adopting an Issues Management Approach for Strategic Communications

Ballroom C

Adopting an issues management approach to our work can help us successfully navigate complex situations we face as communication managers in land-grant institutions. A national coalition of communicators has been working over the last few years to improve our collective ability to manage issues that threaten our mutual success. This update of the committee's work will include a presentation of the results of a national survey on issue management capacity and practice among our institutions, as well as updates on new trainings, now available to all organizations, to engage stakeholders in



the issue management process. Updates on meetings with national research and Extension leadership will also be shared. Participants will be asked for input to help shape priority issues that can help focus strategic communication for our organizations and the land-grant system.

Ruth Borger—University of Florida

Frances Gould—Louisiana State University

Faith Peppers—University of Georgia

Mark Tucker—Purdue University

2c. On Target Recruiting: Utilizing Survey Software to Test Marketing Materials

Breeze Private

Tired of guessing about whether a promotional piece works for a specific audience? Come learn how to utilize survey software to test promotional materials and hear how it has worked in academic programs of agriculture. These workshop presenters have researched recruitment messages and techniques for getting the next generation interested in academic programs in “traditional” agricultural production majors for the past five years. Come and hear their newest findings that are applicable to improving your program’s recruitment efforts. They will also introduce you to the tools to do this yourself, so you can make the most of your recruitment efforts. You will find out the latest in testing videos and websites through the use of online surveys and heat mapping tools. Come and learn how to strategically target your recruitment efforts to a generation that is seeking a place to belong.

Lauri Baker—Kansas State University

Quisto Settle—University of Florida

Tracy Irani—University of Florida

2d. EESC and Three Handbooks: Too Complicated, Too Much Work, or Just Right?

Skipjack (Room 362)

In 2010, we began a multiyear project to turn three 600+ page handbooks into websites, continue to publish the printed handbooks, and update those handbooks and websites multiple times a year. Our goal is to increase access and provide more timely information using current technology.

If you’re working on similar projects (or just want to know how we’re still smiling), join us as we describe:

- Our multidisciplinary team (publishing manager, web developers, graphic designers, freelance contractors, and content specialists)
- Our Drupal-based websites and print-to-web process
- The handbook publishing process (print-on-demand and web)

We’ll share successes, challenges, lessons learned, and next steps.

Jennifer Alexander—Oregon State University

Bryan Maynor—Oregon State University

Ian Rose—Oregon State University

2e. iEdit with Final Cut X

Windmill Point West (Powerhouse Building)

Final Cut Pro X is the latest vision of Apple’s video editing software. It incorporates a completely new way of editing and distributing video content at a very low price point. For the professional video editor, it is unlike anything they’ve ever used. In fact, it’s not even compatible with previous versions of Final Cut Pro and has led to quite a controversy in the professional community and institutions that have committed to earlier Final Cut Pro versions.

So, should you make the leap? In this session video producers Doug Edlund from the University of Tennessee and Craig Woods from Oklahoma State University will explore the features that make Final Cut Pro X so unique from other editing programs. But this isn’t a glowing endorsement of FCP X. We’ll also explore a number of the obstacles editors face should they take the chance and adopt this editing program.

Doug Edlund—University of Tennessee

Craig Woods—Oklahoma State University

2f. Showcases (two presentations):

University of Maryland Extension-Calvert County 4-H Uses Social Media as an Educational and Recruiting Tool

Thomas Point (Powerhouse Building)

Social media is a powerful tool to communicate among all age groups, old and young alike. In December 2011, Facebook statistics touted more than 800 million users. Having frequent contact with friends and family is a big draw to Facebook users and social commerce is a driving force in how people use their online time. How can Extension educators work differently to teach people about real-world solutions to today’s challenges? Social media is one mechanism to assist the Cooperative Extension Service with reaching the public, and providing educational resources.

Today’s citizens frequently don’t understand the role of the Cooperative Extension Service. When one mentions 4-H, however, people do identify with the youth development philosophy. Frequently their understanding is outdated. Many indicate that their kids cannot participate in 4-H since, “. . . they do not have animals.” Their understanding is obviously very limited and inaccurate. To educate citizens about what today’s 4-H program and Extension provide, social media, including Facebook and Twitter have been used by the University of Maryland Extension-Calvert County 4-H Program. The social media platforms are used to inform the public about 4-H activities and to educate people about timely topics.

Elaine Bailey—University of Maryland Extension

(Second presentation description in this showcase session is on the following page.)



Making Social Media Work for You

Social media may be free, but often, our attempts to expand our audience by way of social networking fall flat. Does your Facebook page have only a few fans, despite being created more than three months ago? Is nobody following on Twitter? Are you just tired of disappointing social media results?

In order to help curb such negative experiences, we will share which social networks are right for your organization. We will discuss how to be open, creative and bold to build a truly social community of loyal evangelists that will work for you. Are you ready for your social media strategy to reach your full potential?
Peter Tögel—Clemson University

TUESDAY, JUNE 12, 10:15 a.m.**Session 3*****3a. Connecting the Pieces: Understanding the Public Policy Opinions of Consumers, Agricultural Leaders, and Agricultural Producers***

Windmill Point East (Powerhouse Building)

Research indicates that members of the general public have an unclear picture about many agriculture and natural resources issues, which puts communicators at a disadvantage when trying to reach them. Often consumers' information comes from biased or skewed sources, making the communicator's job even more difficult. In an effort to obtain a representative understanding of perceptions of public policy issues in agriculture and natural resources—to "take the pulse" of public opinion—The Center for Public Issues Education in Agriculture and Natural Resources is developing a consumer trend panel survey that will be conducted quarterly. This workshop will explore the initial development and ongoing improvements to these national consumer panels. Come learn about the initial development of the survey, the choosing of relevant issues to address, and the process utilized to gather the opinions of consumers, agricultural leaders, and agricultural producers. This workshop will share with you what information has been collected thus far and will offer ideas for what can be done with the results to inform consumers, agricultural leaders, and agricultural producers.

Quisto Settle—University of Florida

Tracy Irani—University of Florida

Lauri M. Baker—Kansas State University

3b. Where Do We Go from Here?

Windmill Point West (Powerhouse Building)

Visit this roundtable discussion about video editing software. We'll try to answer your burning questions, such as: How many editors have adopted the new Final Cut X? Is it serving your needs? What are the pros and cons? How many are staying with Final Cut 7 until it falls apart? Anyone using Premier, Avid, or other software? Come and help give some insight to what works for telling your stories.

Deb Pryor—Kansas State University

3c. Federal Funding for Land-Grant Colleges of Food, Agriculture, and Natural Resources

Breeze Private

Food, agriculture, and natural resources research, Extension, and higher education programs at land-grant universities and related institutions receive funding from a unique federal-state partnership. The federal partner is the National Institute of Food and Agriculture (NIFA), an agency of the U.S. Department of Agriculture (USDA). NIFA funding flows to land-grant institutions through two mechanisms: (1) capacity and infrastructure funds which are matched by the states; and (2) peer-reviewed competitively-awarded grants. For the most part, NIFA funding levels are set through the annual congressional budget and appropriations process. Communications units can provide invaluable assistance to their deans and directors by understanding both how the annual funding cycle works and learning how they can leverage the communications products produced by Cornerstone Government Affairs, the land-grant system's Washington, D.C. advocacy firm. Fred Hutchison, Senior Communications Consultant at Cornerstone, will provide insights from his 35 years as a lobbyist and government relations communicator.

Fred Hutchison—Cornerstone Government Affairs, APLU's Washington, D.C. Advocacy Firm

Mary Wirth—The Pennsylvania State University

3d. Where the Left Brain Meets the Right Brain: Artists and Editors in Collaboration

Thomas Point (Powerhouse Building)

It's no secret that graphic artists and editors can take very different approaches to the same project. Add your client's own vision into the mix and you have a prescription for chaos—or a synergy of talents that yields a creative breakthrough. This session will focus on the challenges and inspirations that result when word nerds and design geeks collaborate. We'll discuss designing for different formats, using words and images to clarify and amplify your message, communicating with clients, writing with design in mind, and other strategies that can lead to effective, award-winning educational resources and promotional materials.

Darryl Palmer—University of Florida

Tracy Bryant—University of Florida

3e. You Don't Know (the New) JAC!

Skipjack (Room 362)

The Journal of Applied Communications (JAC) is a refereed journal offering professional development for educational communicators who emphasize in agriculture, natural resources, and life and human sciences. Come to this session to learn about the recently revamped JAC website and how you can serve ACE as a contributor or reviewer for JAC. The presenters will overview the categories for journal articles (professional development, commentary, review, and research and evaluation) and provide tips for submitting your own articles. They will also share advice for reviewing journal submissions,



which is a great way to learn about current research and professional development in communications.

Courtney Meyers—Texas Tech University

Ricky Telg—University of Florida

Dwayne Cartmell—Oklahoma State University

Jason Ellis—Kansas State University

Lisa Lundy—Louisiana State University

Becky Koch—North Dakota State University

3f. Getting the Social Out of Your Social Media Efforts

Ballroom C

Consume. Connect. Complement. Converse. Collaborate. Co-create. Did you know the root of words that begin with “con” or “co,” mean “with” or “together”? Have you considered if any of these words explain how you are engaging with your network, community, or tribe (sometimes called audience) using social media?

Search engines are now looking for how your content is being +1'd, liked, retweeted, shared, and forwarded. Facebook has changed how a Fan page's content shows up in a user's news feed (yes, posts with few or no likes and shares don't show up much), and using Google+ is now a strategy in becoming searchable through Google's search. Yikes! How do you keep up?

To increase your educational content's discovery, use, and learning potential in today's Internet-based information market, think about how people build relationships, both with you and your content. Do you invite their participation? Do they feel connected to or invested in what you are saying? If not, they might move elsewhere, which means you'll have one less person to find, share, and use your information.

This session will explore how Extension professionals are learning and delivering value with people through Web-based networks and social interaction.

Karen Jeannette—University of Minnesota, eXtension

Anne Adrian—Auburn University, eXtension

TUESDAY, JUNE 12, 11:30 a.m.

General Session (Hermance Speaker)

Chesapeake Bay, the Nation's Greatest Estuary: What Makes It So Special, and Also Specially Vulnerable

Ballroom A-B

The delights and dilemmas of a journalist who has covered this unique part of the American environment for 40 years

Tom Horton—Environmental Journalist and Author

TUESDAY, JUNE 12, 1:30 p.m.

Session 4

4a. An E-Pub Compass

Windmill Point East (Powerhouse Building)

E-publishing options and devices that access such

publications are proliferating even as resources for traditional print publications remain constant or dwindle. Should we produce e-pubs? If so, what subject areas are best to introduce in new formats, and which format or formats should we prioritize? Kansas State University Publications editors opted to survey K-State Research and Extension agents and faculty to discover their preferences. Our session will describe our decision-making process, the questions we asked, and our survey results, which were surprising. Our course may not be completely clear, but our survey offered a compass to point us in the right direction.

Sarah Hancock—Kansas State University

Janie Dunstan—Kansas State University

Linda Gilmore—Kansas State University

Amy Hartman—Kansas State University

Mark Stadtlander—Kansas State University

Nancy Zimmerli-Cates—Kansas State University

4b. Leading through Change: The Unique Role Communication Units Can Play in Organizational Change

Ballroom C

Communication units, when properly structured and positioned within the organization, are uniquely capable of playing a critical and extremely strategic role in helping an organization successfully navigate and implement significant change. The Penn State College of Agricultural Sciences has gone through an extensive planning process—called AG Futures—that has set the path for change. It is currently working through the implementation of three major change initiatives: the consolidation of its academic units, the reorganization of the Extension county office administrative support structure, and the execution of a new Extension programmatic model. Communications—both internal and external—have proven essential to the success of these change initiatives. This presentation will discuss the unique roll the College Relations and Communications office is playing in this process to help positively position the college—and the College Relations and Communications office—for the future, as well as lessons learned to date.

Mary F. Wirth—The Pennsylvania State University

4c. The Art of the Promotional Brochure

Thomas Point (Powerhouse Building)

More and more, academic departments and research, education and service units are being asked to justify their existence to budget-conscious state legislators and the public at large. Promotional materials have become a large part of any communications unit's output. This session will focus on strategies for creating effective promotional materials. An award-winning editorial and graphic arts team discusses how they fashion raw data, success stories and mission statements into promotional packages with the power to win over minds and influence opinion.

Darryl Palmer—University of Florida

Tracy Bryant—University of Florida



4d. *Ninja Kitchen Game: Case Study on Teaching Science with Games*

Skipjack (Room 362)

As numerous federal agencies are recognizing the power of games on the web and mobile devices to create cognitive and behavioral changes in their clientele, ACE members will increasingly be asked to turn rather dull scientific messages into fun games and apps for a huge range of audiences. How can a design team create a game that is so fun and engaging that teenagers, for example, will play it again and again, yet still keep the game scientifically accurate? How can instructional designers negotiate conflicting goals of scientists and game designers? This case study of *Ninja Kitchen: The Unorthodox Marriage of Science and Animated Games* may provide some answers for your state's team.

James McVann—New Mexico State University

Jeanne Gleason—New Mexico State University

4e. *ACE Members' Preferred Sources for Agricultural*

Windmill Point West (Powerhouse Building)

Based on an Internet survey of ACE members, Research SIG leadership will present their results and discuss implications for future transmission of research in ways most beneficial to the entire organization. All members will benefit from this effort. Open discussion will be encouraged. This research project was funded by an ACE Professional Development grant with the understanding that findings would be presented at the 2012 ACE Conference.

Judith White—University of New Mexico

Jason Ellis—Kansas State University

Courtney Meyers—Texas Tech University

Amanda Ruth-McSwain—College of Charleston

4f. *Editor's Roundtable*

Breeze Private

Join fellow magazine editors for an informal discussion about crafting a successful magazine. Participants will be encouraged to bring one item they are particularly proud of from the last year (cover, article, illustration, online extra) to share and discuss what made it successful. Get feedback on what you've been struggling with and find out how others are tackling the same issues. These may include use of social media for promoting and extending your magazine and e-book versions of your magazines. You're bound to find at least one take-away to try in your magazine in 2012 and some new contacts to help along the way.

Melea Reicks Licht—Iowa State University

Linda Benedict—Louisiana State University

TUESDAY, JUNE 12, 2:30 p.m.

Session 5

5a. *Beyond PDFs*

Ballroom C

University of Wyoming Extension publishes interactive versions of its magazine products in addition to providing print and online

PDF versions. Its goal is offering a value-added, easily accessible product with features that accommodate today's technologies but still provide the feeling of reading a print magazine.

Photographs not used in print editions due to space limitations can be utilized in slide shows, videos pertinent to the stories can be embedded or linked to YouTube or stored on a server, and readers can access audio files associated with the story(s), all viewed in intuitive, flip-page formats. Costs and benefits of interactive magazines, elements of and programs used, including 3D issue and Digital Publishing Suite (allowing use by Apple products like the iPad and other mobile devices) will be presented. In light of budget concerns at many land-grant universities, free programs that create more modest interactive publications will also be discussed.

Steven Miller—University of Wyoming

Bernadette van der Vliet—University of Wyoming

5b. *Tuning Up the "One-man Band": Shooting Skills for the Non-shooter*

Windmill Point East (Powerhouse Building)

With the expanding roles of agricultural communicators, many non-video professionals are being asked to shoot video. But getting high quality footage can be daunting, especially if you are using a DSLR camera, consumer camcorder or a smartphone.

This presentation will give practical tips on cameras, lighting and audio. Whether you are the proverbial "one-man band" or responsible for helping others shoot their own video, we will show you simple to implement techniques that will make a world of difference.

Craig Woods—Oklahoma State University

Dave Deken—Oklahoma State University

Scott Swanson—North Dakota State University

Bruce Sundeen—North Dakota State University

5c. *Educational Media: When You Need a Game, a Website, an App or a Video, and How to Know When You Need All of the Above*

Thomas Point (Powerhouse Building)

As educational designers, we rarely start with "what" we want to create. Rather, we start with the outcomes: what we want our learners to know, do or be able to describe. Sometimes, we use a specific media because it is trendy, or that is what our clients want; sometimes, we find the best approach is to integrate more than one in a complete package. In this session, designers from NMSU's Learning Games Lab will use examples from their work over the past year to share the strengths of different media, and how they know when to use which with which audience.

Jeanne Gleason—New Mexico State University

James McVann—New Mexico State University

Barbara Chamberlin—New Mexico State University

5d. *On Becoming Development Facilitators: The Need for Communication for Development Training for Agricultural Extension Workers in Turkey*

Skipjack (Room 362)

Agricultural extension workers in Turkey are being called



upon to serve as facilitators of integrated rural development, in addition to their traditional role as agricultural educators. However, whereas these agents are trained in the agricultural sciences for their role as agricultural educators, they are often not trained in development communication to be effective in their role as development facilitators. A survey of 198 extension workers in four of the 81 provinces in the East Mediterranean Region of Turkey found that virtually all of them were trained in either agronomy or agricultural engineering, not in development communication, which is needed to address problems of farmer participation, integration and capacity building. The researchers concluded that there is a need for communication training for extension workers if they are to be effective development facilitators. We recommend incorporating Communication for Development (C4D) in the extension curriculum at the university level or short-term training for field staff.

Robert Agunga—The Ohio State University

Dilek Bostan Budak—Cukurova University, Adana-Turkey

Aykut Gul—Osmaniye Korkut Ata University, Osmaniye, Turkey

5e. Learning Together

Breeze Private

You've heard the term "lifelong learners" and probably are one! Learning socially has many perspectives to our learning over the long haul. What does it mean to you... for your personal learning or for your professional learning? Let's share some of our strategies for learning and how social makes those better, more distracting, more timely, etc. How do you find the things you learn about? How or with whom do you share what you've learned? Are two heads better than one when it comes to learning?

Beth Raney—The Pennsylvania State University, eXtension

5f. Engaging Youth in Social Media?

Windmill Point West (Powerhouse Building)

We all know it, Facebook requires individuals to be at least 13 years old before they can create an account. However, a Consumer Reports survey indicates that as many as 7.5 million Facebook users are under 13, and two-thirds of those kids are under 10.

How does your organization deal with safety, security and privacy risks when it comes to communicating with children?

Does your organization know that the Children's Online Privacy Protection Act (COPPA) puts protections in place that require a site operator to obtain verifiable parental consent before collecting, using, or disclosing any personal information related to a child?

The PSA Marketing team from Clemson University will share their discovery and the lessons learned.

Peter Tögel—Clemson University

Walker Massey—Clemson University

Donna Bowen—Clemson University

TUESDAY, JUNE 12, 3:30 p.m.

Session 6

6a. Writing Tightly: Eliminating Unnecessary Words That Aren't Needed

Ballroom C

Last year, the presenter showed us how to avoid jargon in our writing to be more effective communicators of the written language. He returns this year to help us to be better writers by writing tightly or, in the words of the presenter, by eliminating unnecessary words that aren't needed. The presenter has given this workshop to news reporters in the mainstream media and now fine-tunes it for the ACE audience. Participants will learn that this isn't rocket science; it is a matter of learning how to be a better writer through the art of self-editing. (If you don't edit thyself someone else will, and you might not like it.) While the emphasis will be on writing tightly, especially in news releases, discussion will include recognizing when tightening might not be best approach depending on the desired effect. But the primary message will be that there must be a purpose to the words we use, that we must choose wisely. That usually results more effective written communication.

Keith Robinson—Purdue University

6b. Disasters: There's an App for That!

Thomas Point (Powerhouse Building)

When disaster strikes, people nearly always evacuate and return home with their smartphones. Learn how NDSU Ag Communication staff worked with an NDSU-student-led company to develop two smartphone apps for Android and iOS. The Disaster Recovery Log lets users record damage with photos, text and audio and download the entries, and provides clean-up information. The Winter Survival Kit helps stranded motorists monitor their fuel level, alerts them to clear the exhaust pipe to avoid carbon monoxide poisoning, pinpoints their location, notifies selected contacts and provides safety information. Agricultural communication staff will share how they brainstormed how to take advantage of the phone's interactive features, worked with the student developers and publicized the apps.

Becky Koch—North Dakota State University

Bob Bertsch—North Dakota State University

6c. Blending the Academic Unit: Welcoming Professional Communicators as Educators

Windmill Point East (Powerhouse Building)

At the University of Nebraska-Lincoln, budget cuts have forced significant changes. IANR's Communication and Information Technology division was recently restructured as a cost recovery center, creating the Educational Media group (Ed Media) within the Agricultural Leadership Education and Communication Department. Ed Media staff with earned master's degrees or prior teaching experience were appointed as professors of practice to maximize their expertise and share their knowledge with students. However, this change meant additional responsibilities for Ed Media faculty—teaching in addition to



professional communication roles. A program was designed to provide support to these faculty. First, an assessment of the areas of expertise and the desired level and manner of involvement with students was conducted. Some faculty was eager to teach entire courses, some preferred to work with students individually. Secondly, faculty members were asked about the support they desired in their new faculty roles. Beginning this spring, this program will provide teaching and learning related workshops and resources for these faculty to enhance their teaching and interactions with students. This session will describe the how the program was created and offer insights and resources to universities that may have similar cost-cutting measures lead to professional communications staff interacting with students.

Karen Cannon—University of Nebraska-Lincoln

Sandi Karstens—University of Nebraska-Lincoln

6d. Applying Principles of Librarianship to Extension

Information Management: An Intro to Ranganathan's Five Laws

Breeze Private

It may seem unlikely that a librarian/mathematician writing in 1931 would say much relevant to the situation of how to provide information to Extension clientele in 2012. However, S.R. Ranganathan's laws of library science (1. Books are for use; 2. Every reader his/her book; 3. Every book its reader; 4. Save the time of the reader; and 5. The library is a growing organism) can serve as a statement of foundational principles for how Extension should strive to provide information on the web. Ranganathan's laws present a challenge for Extension information professionals in the digital age. How do we ensure our articles are used? What are the ways to make sure that each reader has the right information, and the right information is getting to the right readers? How can we save our customers' time? And, last, how do we cope with the "growing organism" that is an Extension information website? This presentation will argue that Ranganathan's "laws" present simple yet useful principles for Extension information managers to evaluate their services. We hope to encourage discussion about Extension information management and Extension's foundational principles.

Diana Hagan—University of Florida

Caleb Sheaffer—University of Florida

6e. It's Just a Cow, Right?

Windmill Point West (Powerhouse Building)

What happens when a photograph used to depict a bucolic scene raises the hackles of faculty, staff and clientele? What means one thing visually to the photographer or graphic designer could mean something entirely different to message consumers.

Examples from recent outreach efforts at Colorado State University will be presented, along with reaction and next steps as a result.

Joanne Littlefield—Colorado State University

TUESDAY, JUNE 12, 4:30 p.m.

Session 7

7a. Are You Communicating More and Heard Less?

Ballroom C

Today we have more opportunities than ever to communicate our messages. Yet despite our electronic news releases, tweets, email blasts, newsletters, status updates, viral videos and Web postings, do you feel like you're still not getting through? How many times have you sat in a meeting, only to hear, "I didn't know that," regarding a message that you thought had been clearly communicated? Effective communication is more than the tools that are used. This session will focus on the art and science of communication as it pertains to breaking through the noise and clutter so that our messages can really be heard. Audience insights and suggestions will also greatly enhance this session.

Beth Forbes—Purdue University

7b. Making a Difference: A New Tool to Share Extension's Story

Breeze Private

Struggling with how to know the impact of Extension in your state? State Extension programs continue to struggle with awareness of their program successes on a large and/or legislative scale. K-State Research and Extension developed a website portal to gather and house success stories from people who have had an experience with Extension in the state. In order to determine the effectiveness of the site, focus groups were conducted with Extension agents and members of the state Extension advisory council. Come and hear about the process of developing this site, its perceived effectiveness, and recommendations from the focus groups on what direction Extension should take to better gather impact stories.

Elaine Edwards—Kansas State University

Lauri Baker—Kansas State University

7c. Using QR Codes to Market Extension Demonstration Landscapes

Thomas Point (Powerhouse Building)

Just about every county Extension office has a Master Gardener designed and maintained demonstration garden. Demo gardens are fantastic teaching tools and a joy for everyone in the community. But, how can you use emerging technology to make your garden even more useful, educational, and fun? Implement QR codes into your garden communication. QR codes allow quick access to more information without cluttering up your signs and brochures. You can use it to market your garden, offer more information about individual plants, open an e-mail for questions, or advertise plant sales. Attend this session to see how the University of Florida is implementing QR codes into a campus demonstration landscape. We'll discuss uses and implementation of QR codes and then will focus on how QR codes will change your communication and marketing methods for your demonstration gardens.

Emily Eubanks—University of Florida



7d. Kick Starting Your Grant Writing Success*Windmill Point East (Powerhouse Building)*

If you need extra help finding new funding sources to maintain your staff and communications programs, this extended session on the nuts and bolts of grant writing may be ideal for you. You will gain hands-on experience determining what agencies will fund, ensuring that you aren't disqualified before the review panel even sees your proposal. You will understand what words to use in your title and executive summary to increase your chances of winning. And a USDA grant panel member will share what goes on behind closed doors and how vital clear writing and an organized presentation are to your success. Finally, you will leave the session with a personalized timeline and a clear understanding of your "next steps" to your own grant writing success.

*Jeanne Gleason—New Mexico State University***7e. Showcases (three presentations):*****Streams of Consciousness: Charting New Courses in Rural Tourism****Windmill Point West (Powerhouse Building)*

Grab your paddles and join us as we explore what Extension communicators learned about creating a creek map that became a guide that became a rural tourism tool leading visitors to the beauty and opportunities in an unspoiled area of remote Alabama. The project began when the sheriff in Alabama's Coosa County called the local Extension agent reporting that someone was lost on Hatchett Creek. The agent knew the area well but didn't have a working map. He had been visiting clubs and groups promoting rural tourism and the biodiversity and unspoiled beauty of the county, where bald eagles, wild azaleas, herons, and even the rare Cahaba lilies are more common than traffic lights or fast-food restaurants. With armloads of pictures and a PowerPoint presentation, the agent came to Extension communicators to enlist our help. Learn how we led him in content development and how our hands-on efforts were needed to complete the fact-filled, well-organized creek map and guide. We will discuss the challenges we faced in map making, photography, and production of a piece far different from our typical fact sheets.

*Bruce Dupree—Auburn University**Glenda Freeman—Auburn University****The ACE Archives: A History of Communication***

Put on your white gloves and take a virtual tour of the ACE Archives. The Archives contain valuable primary documents chronicling the history of ACE—Everything from newsletters to photographs to conference programs. These materials provide an interesting look at our history as an organization, but also at the history of communications.

This short showcase session will discuss the contents of the ACE Archives stored in the special collections at the National Agricultural Library in Beltsville, MD. Images of some of the most visually striking contents will be shared and presenters will offer advice to anyone who may wish to take the

opportunity to visit the archives which are located only 40 minutes from Annapolis.

*Joanne Littlefield—Colorado State University**Marie Allen—Colorado State University****Let's Have a Discussion about Reaching Niche Audiences***

Have you ever put together a news release, publication, video or other form of communication and wondered how best to reach your audience? Do you even know what audience you want to reach? Please join your colleagues in a discussion about how to determine who your audience should be and the best ways to reach them. Bring your ideas and examples so we can all come away with something we hadn't thought of before.

*Mary Lou Peter—Kansas State University***WEDNESDAY, JUNE 13, 9:30 a.m.****ACE Organizational Structure Q&A (immediately following business meeting)***Ballroom A-B*

This will be a session designed for ACE officers to answer any and all questions from membership regarding changes to the constitution and structure of the organization.

*Elaine Edwards—Kansas State University, ACE President***WEDNESDAY, JUNE 13, 10:15 a.m.****Session 8 – SIG Meetings*****8a. Electronic Media****Windmill Point East (Powerhouse Building)**Tomilee Turner—New Mexico State University****8b. Writing****Breeze Private*

The Writing SIG will meet to discuss plans for the coming year and elect officers.

*Kay Ledbetter—Texas A&M University****8c. Media Relations****Thomas Point (Powerhouse Building)*

The annual business meeting of the Media Relations Special Interest Group. We will discuss the past year and generate ideas for 2012-2013.

*Sandi Karstens—University of Nebraska-Lincoln**Keith Robinson—Purdue University**Jeff Wichman—Kansas State University****8d. Social Media****Ballroom C*

Business meeting for the Social Media SIG.

Mitch Moser—The Ohio State University

8e. Distance Education and Instructional Design*Windmill Point*

Join us to determine the future of the Distance Education SIG.

*Suzanne Steel—The Ohio State University***8f. Leadership and Management***Windmill Point West (Powerhouse Building)*

Join the Leadership and Management SIG as it sets its agenda for the coming year.

*Juella Sparks—University of Alaska***WEDNESDAY, JUNE 13, 11:30 a.m.****General Session*****Tales of Navigating Change (ACE-member panel discussion)****Ballroom A-B*

This panel will be sounding the depths within ACE members' own organizations for tales of change and addressing new challenges. Hear how communications units position themselves to play a strong role in shifting environments and be a positive part of planning the future. Learn how leadership changes can chart a course for rethinking connections with other internal units and statewide. Find out how marketing and branding can help clear the sometimes murky waters of change. Hear how important the news team is to delivering messages of change. ACE members from Pennsylvania, Texas, Nebraska and Iowa will share their experiences and lessons learned that you can take with you on your voyage home.

*Moderator: Brian Meyer—Iowa State University**Jacy Johnson—Iowa State University**Kay Ledbetter—Texas A&M University-Amarillo**Brandon Schulte—University of Nebraska-Lincoln**Mary Wirth—The Pennsylvania State University***WEDNESDAY, JUNE 13, 1:30 p.m.****Session 9*****9a. Leading through Change: Does the Cheese Stand Alone?****Ballroom C*

Budget cuts and a bad economy have resulted in many changes in university and corporate communications units, leaving communicators to manage more functions on their own. Communicators from four land-grant universities will describe how mergers, reorganization and downsizing have affected their communications efforts and how their units have coped. If you haven't been there yet, it's likely that your day will come. Join this session for some discussion and tips on how to manage change when it comes your way.

*Panelists:**Natalie Hampton—North Carolina State University**Sharon Dowdy—University of Georgia**Sandi S Alswager Karstens—University of Nebraska-Lincoln**Brandon Schulte—University of Nebraska-Lincoln**Kay Ledbetter—Texas AgriLife Research****9b. Impact Redux—Where Are We in 2012?****Breeze Private*

The session is designed for anyone involved in Impact reporting and writing at their institution. There have been several discussions and suggestions about how to revitalize the national Impact reporting program. This presentation will provide an update on status and offer an opportunity for input on next steps. It will also include a work session to review documentation and plans for impact training and course development.

*Dave King—Oregon State University**Faith Peppers—University of Georgia**Joanne Littlefield—Colorado State University****9c. Plant and Insect Photography: Cameras, Lenses, and Accessories****Windmill Point East (Powerhouse Building)*

Let's explore the hardware options for close-up photography. Starting with \$99 cameras, what images can you produce, and how can you get the most from your camera? Then let's step up to DSLR cameras with a basic lens. How near do these lenses actually let you shoot? What accessories (close-up "filters" and extension tubes) will help you get closer with the lens you already have, what do they cost, and how do you use them? Then we'll look at true "macro" lenses, from 50mm to 180mm. What subjects are they best for, what do they cost, and how do they compare with normal lenses? Finally what options are available for extreme macro photography, closer than 1:1? That is, how do you shoot pollen on a flower, rust on a stem of wheat, or eggs from a tick? We'll also look at tripods, almost as essential as the camera and lens. This session is aimed at communicators seeking to become more informed about close-up photography, and perhaps thinking of purchasing a macro lens or close-up accessories. The Canon line of lenses and accessories will be available to handle.

*David Hansen—University of Minnesota****9d. National Preparedness Month—Are You Ready (OR Have You Helped Your Citizens to be Ready?)****Windmill Point West (Powerhouse Building)*

Have you ever wanted to help the citizens of your state prepare for disasters, but lack the time, resources or expertise? Plenty of other communicators are in the same boat. To help convey simple, but effective messages to the citizens of your state, the Extension Disaster Education Network (EDEN) has ready-to-go news releases, editorials and more tailored for National Preparedness Month (September). Come learn about these and other resources available to extension educators, communicators and others through the EDEN Network.

Mary Lou Peter—Kansas State University

9e. Succeeding in a Competitive World*Thomas Point (Powerhouse Building)*

Do you go to work an optimist, and leave a pessimist?

While friends suggest that working for Farm Journal in its prime spoiled me, subsequent work experiences have presented a grand assortment of opportunities—and some unique challenges.

Through it all, or, perhaps because of it all, I can still get excited about going to work: I love writing, brainstorming and the creative environment, and that's why I tell students who work in our office and building: "Choose work you love, you'll be doing it for a long time."

Not all days are good days, however, and that's why 1) being a team player, 2) developing coping skills, and 3) nurturing a positive attitude can make each day a better day.

Let's talk about what works—and what doesn't. Discussion should provide take home tips.

Nancy Peterson—Kansas State University

WEDNESDAY, JUNE 13, 2:30 p.m.**Session 10****10a. Communication for Strengthening Relationship between Community Supported Agriculture Producers and Consumers: Findings of an Ohio Study***Breeze Private*

Community Supported Agriculture (CSA) is, perhaps, one of the fastest growing methods of alternative farming. It is characterized by large numbers of consumers who are in search of fresh produce during the production season. It guarantees the farmer a ready market and it also reduces the risk of farming as consumers also assume the risk of production as shareholders. A key to the success of the CSAs is the relationship that exists between producers and consumers. Successful producers must strive to understand the needs and concerns of their shareholders. We discovered a very weak communication network among CSA producers and consumers. In particular, open-ended comments revealed that shareholders have public relations and other communication concerns and producers can benefit by seeking advice from agricultural communication professionals.

Robert Agunga—The Ohio State University

Joseph Vaillancourt—The Ohio State University

10b. What's an XML and Why Do We Care*Thomas Point (Powerhouse Building)*

New developments in information technology and increasing reader expectations require publishers to offer flexible, accessible content that can be viewed on the "container of choice"—an Android, iPhone, Kindle, iPad, laptop or desktop.

Meanwhile the worlds of scholarly and popular publishing are

converging. Readers want scientific content, delivered through multiple channels and devices, and in summary or extended form. They want to be able to drill down for technical content.

To do our job as communicators, we need to serve both authors and readers. What is the best way to post information on the web that is 1) discoverable and accessible, 2) recognized by the scholarly community, and 3) flexible enough to be easily rendered across platforms and devices?

This session will provide steps to provide information in the proper platform. You'll learn about XML, and NLM DTD, now renamed JATS (journal article tag suite). XML is readily indexed by an array of databases, including Thomson ISI, Proquest, EBSCO, Gale, AGRICOLA, and many others.

Janet White—University of California

10c. Filling Holes or Advancing the Story? What It Takes to Get the Most Out of Photography*Ballroom C*

A discussion on how changes in workflow, project management, and communication can help photographers, designers, and writers work together to produce compelling, memorable products.

Lynn Ketchum—Oregon State University

10d. Getting a Horse to Drink*Windmill Point East (Powerhouse Building)*

Since 2008, eXtension has worked to get Cooperative Extension workers nationwide to contribute, collaborate, and create in the eXtension environment. Success has been great in some areas and less than great in others. This year, 2012, will change one focus area in eXtension: state and local value enhancement.

Demonstrating to eXtension ID holders numbering more than 15,000 how they can make their work life easier, serve clientele better, and reach new and different audiences is one part of this effort. Sharing success stories from the nearly 3,000 CES staff that routinely are a part of communities of practice, institutional teams, and advisory/governing committees will be important. But there's always room for better ideas on how to engage...faculty, staff, administrators, secretaries, program assistants, volunteers, youth...in eXtension.

This session will serve as both a brainstorming session as well as an idea exchange. You know your audience...we need to know more about your audience. Be a part of the solution and help us get those horses to drink!

Terry Meisenbach—eXtension

10e. Mapping Organizational Change*Windmill Point West (Powerhouse Building)*

Change is our constant. Heifetz told us to "embrace disequilibrium" not only because that is the nature of our work worlds but also because it can be useful in moving change forward. Changing an organization may seem chaotic, but if you



look at specific steps and frameworks, change can be mapped and better planned. Leaders need to be able to map and plan specific steps in change. Using work by leading authors in change management, this presentation will demonstrate stages in organizational change. Examples will be provided from Kansas State University but also audience members will be asked to share examples as well.

Kristina Boone—Kansas State University

WEDNESDAY, JUNE 13, 3:30 p.m.

Session 11

11a. Then and Now: Extension's First 100 Years Will Launch Its Next 100 Years

Thomas Point (Powerhouse Building)

In 2014, the nation will celebrate the centennial of the Smith-Lever Act, the legislation that launched a service of cooperative extension between land-grant colleges and the USDA. This anniversary provides a once-in-a-lifetime opportunity for us to tell the Extension story.

The 1914 legislation coincided with the first Mother's Day, the first transcontinental flights, and the start of the First World War.

What can we learn about the beginning of Extension that underscores its relevance 100 years later? We'll show you that themes such as youth development, remote access to education, and economic development are as important now as they were then.

In this session, we will explore the stories of Extension's history that will help ensure Extension's future.

In a twist of historical timing, Oregon State University celebrated its Extension centennial in 2011, at the same time we faced severe budget cuts and a radical transformation of the Extension Service. And we are currently part of the Smithsonian's 2012 Folklife Festival celebrating the 150th anniversary of the first Morrill Act.

What we learned from these celebrations will inform this lively presentation.

Peg Herring—Oregon State University

11b. Adobe InCopy: Building Bridges between Editors and Graphic Designers

Ballroom C

No more running down the hall to the designer's office with stacks of red-inked pages! No more audible groans from the designer when you ask for just one more tiny editorial fix. Adobe InCopy allows editors to correct text directly in the Adobe InDesign layout from the comfort of their own desk chairs. InCopy integrates with InDesign to enable an efficient, collaborative workflow between editorial and design staff. With publication files stored on a common server, editors use InCopy

to open InDesign layout files and edit text, tables, pull quotes, captions and other editorial material. The layout itself is locked and the designer determines which text the editors can modify. The University of California's California Agriculture journal has been using InCopy for more than a year. The managing editor will describe how InCopy has improved the journal's workflow as well as saved her working relationship with the art director.

Janet Byron—University of California, California Agriculture Journal

11c. Clicking to Successful Engagement with MSU Extension News (90 minutes)

Breeze Private

You've heard this before: We need to cut costs, make better use of our time and increase the value of what we deliver. All of this should occur in a timelier manner that will impress our stakeholders.

In March 2011, Michigan State University Extension launched MSU Extension News for Agriculture, (www.news.msue.msu.edu), an online source of articles written by Extension educators and specialists. In its first ten months, we posted nearly 2,000 articles. The website was visited over 194,000 times and visitors viewed nearly 500,000 pages. People used smart phones and other devices to view the mobile-friendly version over 9,000 times. Roughly one-third of all visitors were directed by a search engine, making MSUE News a go-to source of information. More than 100 media organizations, including newspapers, magazines and websites, have picked up more than 350 stories.

The quick success of this pilot project has warranted expansion beyond agriculture to become the backbone of MSUE's online presence. In 2012, the site will include information about health, nutrition, children and youth, finances, community development—all topics we address. In this session, we'll tell

you how we did it, who's happy and who's not, what we've learned and where we're going next.

Joy Landis—Michigan State University

Beth Stuever—Michigan State University

Mindy Pratt—Michigan State University

Sean Corp—Michigan State University

Ruth Hohl Borger—University of Florida

11d. Plant Photography: Controlling Light, Wind, and Moisture

Windmill Point East (Powerhouse Building)

What environmental factors do you have to manage when photographing plants, be they row crops, garden flowers, turf grass or fruit? If you're prepared with a few basic tools and knowledge, you can create exceptional images that are both attractive and educational. This session will illustrate how natural light can be used—and in some ways controlled—to make your photos communicate more effectively. Any breeze is a problem when shooting close-ups, so we'll explore ways to minimize or avoid the wind, and how to use your shutter to stop



it. Next, rain can ruin a photo session, but can also enhance and saturate colors and give fresh life to ordinary subjects. We'll look at ways of making moisture work for you. Other environmental factors will be touched on, such as how quickly does heat affect cut-plant specimens and what can be done about it? This session will be of value to shooters of any level and with any camera. It is lecture only, no hands-on, but with plenty of opportunity for questions.

David Hansen—University of Minnesota

11e. Charting a New Course for Personal Wellness (90 minutes)

Skipjack (Room 362)

We'll start this session by examining the actual health habits of Americans, zeroing-in on what Americans are eating, their physical activity, self-care and stress management behaviors. This will create a better understanding of who's doing what and most importantly—how to change the course. Much of this session will focus on culture change—how to make healthy choices the easiest choices—at work, at home, and in your community. We will explore how social media, online resources, physical environment and personal support (from co-workers, friends, supervisors, family) work together for culture change. Instant Recess breaks will be taken during the session to keep you focused and energized.

Sharolyn Jackson—K-State Research and Extension

Larry Jackson—K-State Research and Extension

11f. Developing Games for Web AND iPhone AND Android AND iPad: Lessons Learned from Creating Games for Multiple Devices

Windmill Point West (Powerhouse Building)

Once a game has been designed and created, it seems like it should be easy to then distribute to multiple platforms. Unfortunately, each of these platforms requires slightly different programming and animation or graphic treatments. NMSU's Learning Games Lab has explored these issues in depth this past year, and the design teams are still wrestling with how to design and produce simultaneously for multiple platforms. This session will review programming and graphics issues for animators, programmers and instructional designers. Team members will summarize what they've learned, and what choices they have made to deliver effective Apps that are beautiful, effective and accessible on a variety of mobile devices.

James McVann—New Mexico State University

Jeanne Gleason—New Mexico State University

THURSDAY, JUNE 14, 8:15 a.m.

General Session

Be Seen and Be Heard: Communicators' Role in Managing Issues

Atrium

As we celebrate the 150th anniversary of the Morrill Act that created land-grant institutions, it's time to look forward to the issues and opportunities facing the system in the next century.

The APLU's Board on Agriculture Assembly plays a vital role in how the system identifies and responds to issues. Communicators play a critical role managing issues within organizations and across the industry. There are even greater opportunities for communicators to contribute to the process. Angle offers a national snapshot of pending issues and ACE members' roles in addressing them.

J. Scott Angle—Dean of the College of Agricultural and Environmental Sciences, University of Georgia

THURSDAY, JUNE 14, 9:15 a.m.

Session 12

12a. Clicker Technology

Ballroom A

Our team of Extension specialists and other researchers chose focus group methodologies to study appeal of health messages among rural, low-income mothers. We wanted to provide some privacy and a way to stimulate discussion. We decided to use audience-response systems, also known as "clickers." We asked about participants' perceived health literacy, amount of control they had over health decisions, and appeal of particular health messages. Our study goal was to determine what kind of messages mothers preferred and would act upon so educators could craft effective messages.

Clickers are a relatively new technology. These handheld devices are linked to PowerPoint software that allows an audience to "click" an answer to a question, and then all participants' answers are displayed on the screen for everyone to view. The answers can be saved and later analyzed with additional software. Other benefits of clickers include the ability to track individuals' responses, to poll anonymously, and ensure general understanding of an idea.

This presentation will examine the utility of clicker technology in focus groups, training for focus group facilitators on use of clickers, communication between facilitators and participants, and lessons learned during this process. Implications for future education and research will be discussed.

Amanda Ginter—University of Maryland

12b. Aerial Photography Best Practices

Ballroom B

This session will cover both the technical aspects of photography as well as how to work with your pilot to get the images you need safely. We will discuss when aerial photography is appropriate, allowed, and cost effective. Learn about weather and charts, airspaces and colorspace. Afterwards, participants are encouraged to go fly on their own and see the bay from above. There is a flight school right across the bridge that offers inexpensive introductory flights, and your own arrangements can be made at www.chesapeakeportpilot.com.

Edwin Remsberg—University of Maryland



12c. How Social Media Can Transform Media Efforts*Ballroom C*

The Alabama Cooperative Extension System has shown that social media can give new life to traditional media-based programs. What began in 2004 as a weekly five-minute public radio gardening show, Backyard Wisdom, was transformed into a social media-based program with a radio segment. In 2009 ACES created a blog to share timely gardening information and to direct readers to MP3 files of each radio show. In 2010, they began to develop a Twitter presence, and followed that in 2011 with a Facebook page. Backyard Wisdom now has more than 2,000 followers on Twitter, many of whom are garden writers and bloggers as well as landscape professionals. These uses of social media have enabled Extension to share research-based information to a much broader audience than was originally being reached when Backyard Wisdom existed solely as a radio program.

Maggie Lawrence—Alabama Cooperative Extension System

Carol Whatley—Alabama Cooperative Extension System

THURSDAY, JUNE 14, 10:15 a.m.**Session 13****13a. Making Strides in Social Networking. Case Study: 4-H and Cooperative Extension***Ballroom A*

In today's market social media is king. So, how can you harness social media to best represent Extension, drive brand loyalty and activate your audience? 4-H is the youth development program of Cooperative Extension and with more than 6 million members, 500,000 volunteers and extension staff in every county in the nation, 4-H has harnessed the power of social media to create robust, connected online communities.

This session will share best practices for making social media work for you, present the 4-H social media case study and showcase how Extension programs around the nation are successfully using social media to drive investors and influencers to Join the Revolution of Responsibility. Focusing on channels like Facebook, Twitter and Livestream, we'll examine the Illinois' "virtual fair," Extension's #CESValue campaign, and Florida 4-H's livestream of state congress, in addition to other unique digital efforts. We'll also share guidelines for online safety, content development and return on investment. Finally, we will invite participants to explore the world of hashtags and handles and offer a Q&A segment in this social networking workshop.

Ashley Lusk—National 4-H Council

Kristin Walter—National 4-H Council

13b. Current Media Trends in Agricultural Communications*Ballroom B*

This session will focus on current media trends in agriculture. What is the best way to communicate with agricultural reporters today? How do the nation's top agricultural reporters

decide which stories to cover; how do they use social media; and how do they prefer to get tips from their sources? Paper vs. web? What do these experienced ag reporters and a veteran communications strategist see ahead for agricultural communicators?

Marci Hilt—Communications Consultant

Kara Flynn—Levick Communications

Chris Clayton—DTN

Christopher Doering—USA Today-Gannett

13c. Multimedia Journalism: A Fish Story*Ballroom C*

This is the story of three agricultural communicators—a journalist, a science writer, and a videographer—who joined researchers on the ground in Asia, Africa, and Latin America to document the value of USAID collaborative aquaculture research programs. This grant-funded global assignment led the Oregon State University communication team headfirst into the converging world of multimedia and journalism.

The session will explore how these communicators—each with a different skillset—worked and learned together to produce an array of media and journalism products, from press releases and magazine feature stories to videos, presentations and interactive multimedia.

What are the challenges in advancing professional skills to navigate the confluence of journalism and technology? When do you put down the notebook, and pick up the video camera? When do you put down the video camera and pick up the still camera? How do you cross-train and plan for a global multimedia assignment that includes researching, organizing and visualizing both print, video and multimedia stories?

The session will include advice, lessons learned, and what the future might possibly hold; but also tells stories of personal and professional growth, and the excitement (and challenges) of working on international communication projects.

Jeff Hino—Oregon State University

Peg Herring—Oregon State University



Conference Documents on SlideShare

Want to get the information from a session you couldn't attend? Need a reminder of information from a session you did attend? Want to borrow a good idea from a colleague? Don't want to haul home stacks of paper? Check out conference documents on SlideShare.

Presenters, please upload your PowerPoints, Word documents, PDFs and other resources at www.slideshare.net. Be sure to tag each with **2012ACEconference**.

Then conference attendees and others can go to www.slideshare.net/tag/2012ACEconference to view or download these resources.

ACE Silent and Live Auctions

We hope you brought something memorable for our annual ACE auction! Find the perfect gift for that special someone, or buy it for yourself at the silent and live auctions on Tuesday, June 12. The silent auction be available all day in the Atrium. Bid early. Bid often.

The live auction starts at 5:30 p.m. in Ballroom A-B. A cash bar will be available, and a good time is guaranteed!

Auction proceeds go toward the ACE Development Fund. This fund creates critically needed professional development opportunities for ACE members through scholarships, grants and loans. The ACE Development Fund has supported speakers for national ACE meetings, provided seed money for workshops, and awarded grants to ACE members for research and professional activities.

Joe Marks Fun Run and Walk

Don't miss the 2012 Joe Marks Memorial Fun Run and Walk. Meet in the hotel lobby on Tuesday, June 12 at 6:15 a.m. for a two-mile route through historic Annapolis (route maps will be available). Register for the event Tuesday morning in the hotel lobby between 6:15 and 6:30 a.m. and return in time for the conference continental breakfast.

The Joe Marks Fun Run and Walk honors former ACE president Joe Marks, a long-time writer at the University of Missouri and a dedicated runner who excelled at having fun.

Hospitality Suite

The hospitality suite will be open on Monday, Tuesday and Wednesday from 9–11 p.m. in room 616 (Presidential Suite). This is a great opportunity to meet or catch up with colleagues and to enjoy some refreshments in a relaxed setting.

Your nightly hospitality suite hosts:

Monday, June 11—ACE Centennial Committee
Tuesday, June 12—2013 ACE/NETC Program Committee
Wednesday, June 13—2012 ACE Program Committee

Please join your ACE friends in the hospitality suite!

Online Conference Survey

Check your e-mail inbox for the online survey that will be sent after the conference. We want to hear your comments about this year's conference and your ideas and suggestions for next year. Your participation in this survey is encouraged and appreciated.

Who's Who at This Year's Conference

The attendee list for the 2012 ACE Conference is available at www.aceweb.org/conference.html.

Chesapeake Bay Photos

Experience the beauty of the Chesapeake Bay without leaving our conference headquarters. Photos appearing on conference signage and in the program book were taken by Edwin Remsberg, University of Maryland. A professional photographer, Edwin serves on the ACE board and is co-chair of this year's conference program committee.



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Elaine Edwards, president, *Kansas State University*
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Ex-Officio:

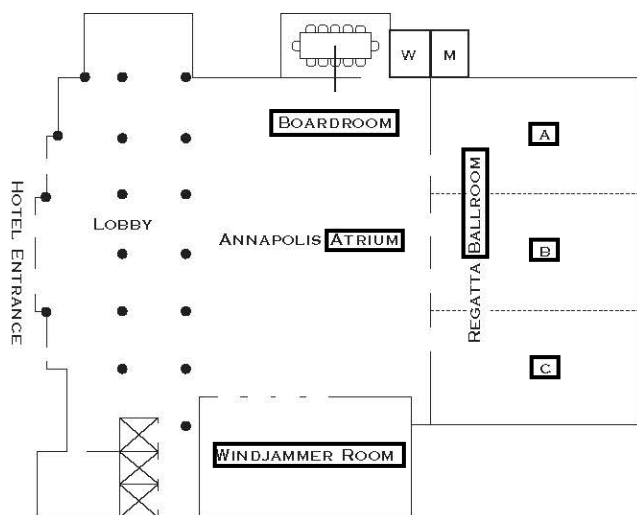
Elaine Edwards, ACE president, *Kansas State University*
Debbie Hagenmaier, conference planner, *Kansas State University*
Holly Young, ACE interim executive director

Special thanks to eXtension for sponsoring this year's conference, and to Russ Feldhausen, *Kansas State University*, and Nan Stenzel, *University of Maryland*, for providing technical support for conference sessions.

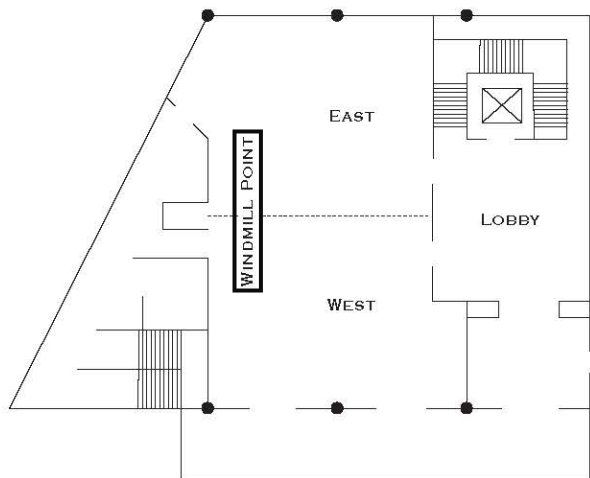
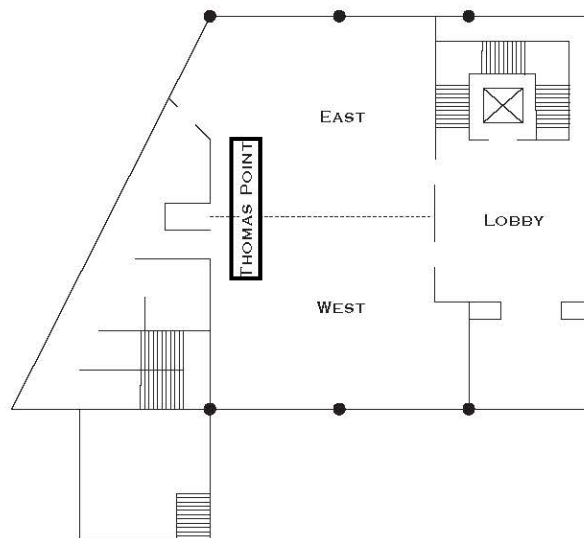


Loews Annapolis Floor Plan

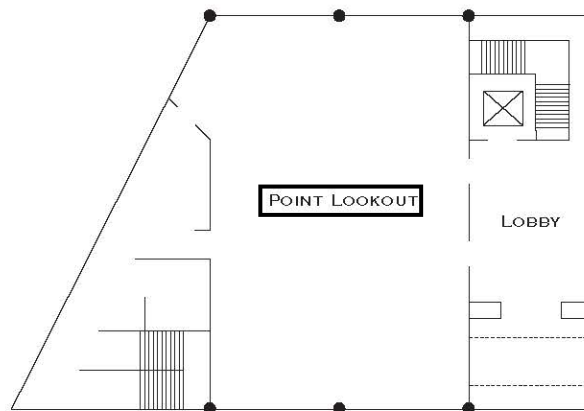
MAIN BUILDING: FIRST FLOOR



POWERHOUSE: FIRST FLOOR



POWERHOUSE: SECOND FLOOR



POWERHOUSE: THIRD FLOOR

Use the lobby elevator to access the following meeting rooms:

Skipjack—Room 362

Presidential Suite—Room 616



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