

*Greetings From*

# ASHEVILLE

N O R T H   C A R O L I N A



*The View Looks Great!*

**JUNE 11-13, 2023**

ACE

ASSOCIATION FOR  
COMMUNICATION EXCELLENCE

# DEAR COLLEAGUES,

On behalf of the conference planning committee, it is our pleasure to welcome you to Asheville, North Carolina, for the 2023 Association for Communication Excellence Conference!

We are excited to host this year's conference in the picturesque "Land of the Sky." Asheville is known for its natural spaces and vibrant arts and music scene. From the Biltmore to the Blue Ridge Mountains, we hope you enjoy your time here.

The theme for the 2023 ACE Conference is "The View Looks Great!" In addition to the beautiful scenery in our host city, the theme reflects the inspiring work of ACE members. We are confident that this year's conference will provide you with insights and tools that will help you continue to excel as a communicator.

Over the course of the conference, we are excited for ACE members, supporters, and guests to come together to share knowledge and resources that will strengthen our association. You will have the opportunity to learn about the latest best practices in communication through our lineup of workshops, expert speakers, and networking events.

Thank you for joining us in Asheville for the 2023 ACE Conference. We hope you have a rewarding and enriching experience.

– Sydney Honeycutt  
UF/IFAS Center for  
Public Issues Education

– Tara Slusher  
University of Tennessee  
Institute of Agriculture

## Special thank you

Elizabeth Gregory-North,  
Mississippi State University  
Extension Service:  
Printing program and awards.

Tracy Bryant,  
UF/IFAS:  
Layout of 2023 conference program.

The Scavenger Hunt committee for the Monday night event.

## CO-CHAIRS

**Sydney Honeycutt**  
UF/IFAS Center for Public  
Issues Education

**Tara Slusher**  
University of Tennessee,  
Institute of Agriculture

## COMMITTEE

**Sherry Hoyer**  
Iowa State University

**Annissa Zagonel**  
UF/IFAS Center for Public Issues  
Education

**Kati Lawson**  
UF/IFAS Plant City

**Lori Greiner**  
Virginia Cooperative Extension

**Phillip Stokes**  
UF/IFAS Center for  
Public Issues Education

**Sandra Anderson**  
UF/IFAS Center for  
Public Issues Education

**Shelli Rampold**  
University of Tennessee,  
Institute of Agriculture

**Dee Shore**  
NC State University College of  
Agriculture and Life Sciences

**Kionna Coleman**  
NC State University College of  
Agriculture and Life Sciences

**Kelsey Armstrong**  
Elon University

## EX-OFFICIO & LIAISONS

**Ricky Telg**  
ACE President

**Tobie Blanchard**  
President-Elect

**ChaNaè Bradley**  
ACE Vice President

**Ruth Hohl Borger**  
ACE Development Director

**Jason D. Ellis**  
ACE Treasurer

**Lori Tyler Gula**  
ACE Professional Development  
Director

## WIFI NETWORK:

Renaissance\_CONF network | Password: AVLBR2



# WORDS, TECHNOLOGY, ART AND VIDEO

ics.ifas.ufl.edu    



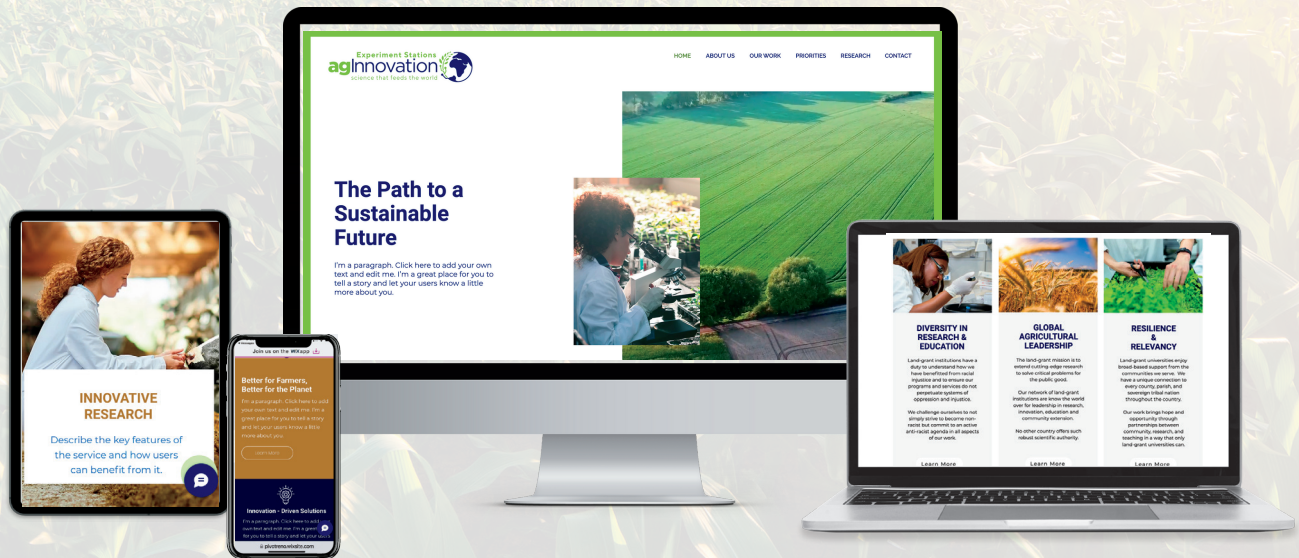


# WE'VE GOT A NEW WEBSITE

## CHECK IT OUT!



[www.aginnovation.info](http://www.aginnovation.info)



**agInnovation**  
science that feeds the world



*Historically known as Experiment Station Section*



Experiment Station  
Committee on Organization  
and Policy (ESCOP)

## GLOBAL LEADERS IN AGRICULTURAL RESEARCH, INNOVATION & DISCOVERY



**ARD**



**NCRA**



**NERA**



**SAAESD**



**WAAESD**

Representing members in all 50 states and US territories





Center for  
Public Issues  
Education



CITRUS RESEARCH AND  
EDUCATION CENTER



AGRICULTURAL  
EDUCATION AND  
COMMUNICATION

## Join the **UF/IFAS team** for the following sessions:

### MONDAY, JUNE 12, 2023

**9:00 a.m.**

#### **Wading Into the Virtual Reality Waters: Three Options for Online VR Creation**

*Jamie Loizzo, Gabriel Spandau,  
Caroline Barnett*

**10:00 a.m.**

#### **Beyond the Translation: Developing Strategies and Adapting Content To Engage Non-English- Speaking Audiences**

*Lourdes Mederos, Luz Bahder*

**11:00 a.m.**

#### **Managing Extension Publications as Scholarly Output Using OJS**

*Presenter: Diana Hagan, Heidy Ramirez*

**3:00 p.m.**

#### **Natural Disaster Communication**

*Samantha Murray, Abby Lillpop,  
Angie Lindsey*

#### **Developing and Launching Online Courses With Articulate 360 Creator Tools**

*Phillip Stokes, Ricky Telg, Aly Morrison,  
Lauri Baker, Kevin Kent*

### TUESDAY, JUNE 13, 2023

**10:00 a.m.**

#### **Reducing Risk in a Decentralized Social Media Environment**

*Chris Vivian*

#### **Choosing the Right “How” for a Great “Wow”**

*Sherry Hoyer, Chris Kick,  
Ann Robinson, Kirsten Rabin*

**11:00 a.m.**

#### **Rethinking Fellowships: The Application of a Fellowship Program in the Context of Agricultural Research and Extension**

*Ashley McLeod-Morin,  
Sandra Anderson, Sydney Honeycutt*

Proud  
**PLATINUM  
SPONSOR**  
of the  
**2023 ACE  
Conference**



# THE PIE CENTER

The UF/IFAS Center for Public Issues Education in Agriculture & Natural Resources (PIE Center) examines how people think about, form and act on opinions regarding complex agricultural and natural resources issues.

## TURNING *RESEARCH* INTO *PRACTICE*



### SOCIAL SCIENCE RESEARCH

Using a social science perspective, the PIE Center conducts research on issues related to agriculture and natural resources.



### COMMUNICATION & OUTREACH

Communication deliverables are developed to integrate findings from research to effectively reach target audiences.



### EDUCATIONAL PROGRAMS

Educational programs help to increase public awareness of and engagement in agricultural and natural resources issues.

## PROJECT AREAS

- Public opinion surveys
- Focus groups
- Organizational planning
- Communication toolkits
- Science by the Slice podcast
- Video production
- PIE Fellows program
- PIE Academy courses

## SCAN THE QR CODE TO LEARN MORE



UF/IFAS PIE Center

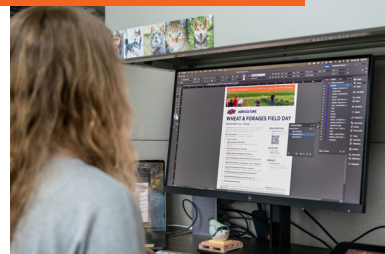


@uf\_piecenter



@PIECenter

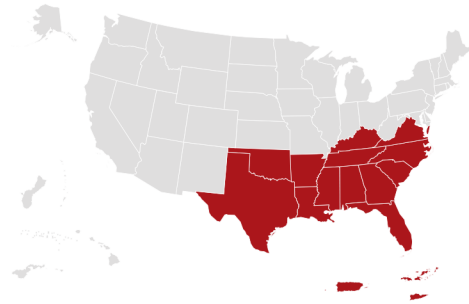




AGRICULTURE

[agdivision.okstate.edu](http://agdivision.okstate.edu)



[illegible]

**FARMERS 🌱 RANCHERS**  
**RESEARCHERS 🌱 EDUCATORS**  
**INSTITUTIONS 🌱 STUDENTS**  
**ORGANIZATIONS & OTHERS**  
**EXPLORING SUSTAINABLE AGRICULTURE**

**GRANTS OUTREACH EDUCATIONAL RESOURCES  
PROFESSIONAL DEVELOPMENT SCHOLARSHIPS EVENT SPONSORSHIPS**

From gardening, food, natural resources, conservation, and leadership through access to experts, community events, and publications covering a wide breadth of topics, your local VCE agent can help.

Ask us about agriculture, community, environment, food, health, animals, and youth activities – and so much more.

**We're here to help.**

We empower people, steward resources, and shape the future.

We advance the well-being of all Virginia.

**Virginia Cooperative Extension is a proud sponsor of the ACE 2023 Conference, and we congratulate all the ACE award recipients!**

**ext.vt.edu**

 @VirginiaCooperativeExtension

 @VACoopExt

 @virginia\_cooperative\_extension

Virginia Cooperative Extension is a partnership of Virginia Tech, Virginia State University, the U.S. Department of Agriculture, and local governments. Its programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, military status, or any other basis protected by law.





**Welcome to North Carolina!**

*From the College of Agriculture and Life Sciences  
at NC State University, ACE Gold Sponsor*

**NC STATE**

College of Agriculture  
and Life Sciences

# The Next Frontier is Here

We go beyond the  
field and lab to test  
new plant varieties  
in space.

We create global  
collaboration in our  
research efforts.

We push creativity  
and problem solving into  
data-driven solutions for  
agriculture challenges like a  
growing population, increasing  
urbanization and climate change.

**And that's not the half of it.**



TAKE A PEEK  
AT WHAT  
WE'RE UP TO.





National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

**NIFA PROUDLY SUPPORTS THE**  
**ACE 2023 ANNUAL CONFERENCE**  
**THE VIEW LOOKS GREAT!**



In partnership with our Land-Grant Universities and the Cooperative Extension System, the National Institute of Food and Agriculture (NIFA) supports research, education and Extension work to build strong, vibrant and sustainable communities, economies and businesses.

**LEARN MORE AT**  
**[NIFA.USDA.GOV](https://nifa.usda.gov)**

USDA IS AN EQUAL OPPORTUNITY PROVIDER, EMPLOYER AND LENDER



# ALL IN FOR

# Citrus

**UF | IFAS**  
UNIVERSITY of FLORIDA



UF/IFAS Citrus Research and Education Center

[crec.ifas.ufl.edu](http://crec.ifas.ufl.edu) • [citrusresearch.ifas.ufl.edu](http://citrusresearch.ifas.ufl.edu)



TELLING THE  
STORIES OF AG  
RESEARCH,  
EDUCATION,  
& EXTENSION



@AgIsAmerica  
[agisamerica.org](http://agisamerica.org)







2023 ASSOCIATION FOR



# COMMUNICATION EXCELLENCE CONFERENCE

Alabama Agricultural & Mechanical University  
Alcorn State University  
Central State University  
Delaware State University  
Florida Agricultural & Mechanical University  
Fort Valley State University  
Kentucky State University  
Langston University  
Lincoln University  
North Carolina Agricultural & Technical  
State University

Prairie View Agricultural &  
Mechanical University  
South Carolina State University  
Southern University & Agricultural and  
Mechanical College  
Tennessee State University  
Tuskegee University  
The University of Arkansas at Pine Bluff  
The University of Maryland Eastern Shore  
Virginia State University  
West Virginia State University



North Central  
Regional Association of  
State Agricultural Experiment  
Station Directors

## IMPACTING LIVES THROUGH MULTISTATE RESEARCH

NCRA facilitates collaboration among  
Agricultural Experiment Stations at land-grant  
universities in the North Central region, our  
partners, and stakeholders.

Research, education, and extension make  
food and agriculture systems healthier and  
more sustainable, equitable, and profitable.

**SEE & SHARE OUR IMPACTS:**  
**[WWW.MRFIMPACTS.ORG](http://WWW.MRFIMPACTS.ORG)**



**LEARN MORE:**  
**[WWW.NCRA-SAES.ORG](http://WWW.NCRA-SAES.ORG)**

Executive Director:  
Dr. Jeanette Thurston  
[jthurston@ksu.edu](mailto:jthurston@ksu.edu)

Assistant Director:  
Ms. Chris Hamilton  
[chamilton@wisc.edu](mailto:chamilton@wisc.edu)







Northeastern Regional Association of State Agricultural Experiment Station Directors

*serving the agricultural experiment stations in the northeast: promoting collaboration*

Visit us on the web:  
[www.nerasaes.org](http://www.nerasaes.org)

Follow us on Twitter:  
[@nerasaes](https://twitter.com/nerasaes)

Visit our offices:  
14 East Farm Road  
URI Aquaculture Center  
Kingston, RI 02881



Contact us:

**Rick Rhodes**  
Executive Director  
[rchrhodes@uri.edu](mailto:rchrhodes@uri.edu)  
(401) 874-2468

**David Leibovitz**  
Coordinator  
[david\\_leibovitz@uri.edu](mailto:david_leibovitz@uri.edu)  
(401) 874-4801

hosted by:

THE  
UNIVERSITY  
OF RHODE ISLAND

partner with:

USDA National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

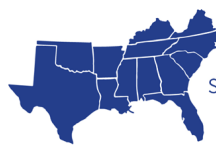
member of:

agInnovation  
imaging that feeds the world



## Get involved in the new Communication Multistate Project! S1095: Science Communication in Agriculture: Human Science Research and Workforce Development

- Proposal currently in development for submission in Spring 2023
- Jeff Miller ([jdmiller@uark.edu](mailto:jdmiller@uark.edu)) is the lead research contact
- Cindy Morley ([cmorley@uark.edu](mailto:cmorley@uark.edu)) can assist you in joining the project
- S\_Temp1095 proposal can be viewed here:  
[nimss.org/projects/view/mrp/outline/19041](http://nimss.org/projects/view/mrp/outline/19041)



Southern Association of Agricultural Experiment Station Directors



## Regional Communications

### Workshop

The regional experiment station associations invite ALL attendees to join on Tuesday, June 13th, 1:30-4:00 p.m.

**WAAESD is proud to sponsor the opportunity to**

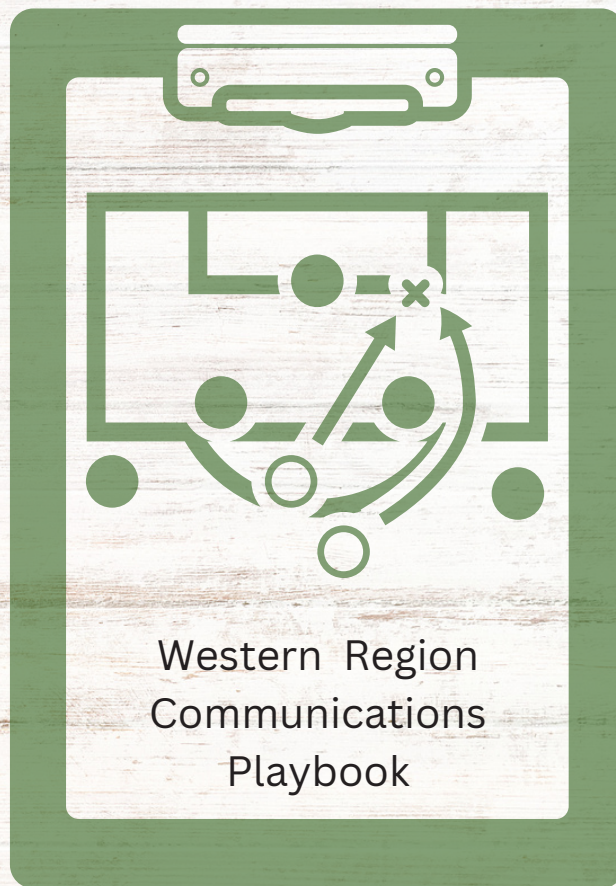
**Connect,  
Coordinate &  
Communicate**

with your colleagues and advance regional communication efforts!



**WAAESD**

Western Association of Agricultural Experiment Station Directors



# INNOVATE EDUCATE IMPROVE LIVES

With a sharp focus on research, extension and teaching, the LSU AgCenter is making advancements that support and enhance the agricultural industry and improve the quality of life for residents of Louisiana and beyond.



LSUAgCenter.com  
@lsuagcenter





# LEVELUP

REACHING ALL COMMUNITIES

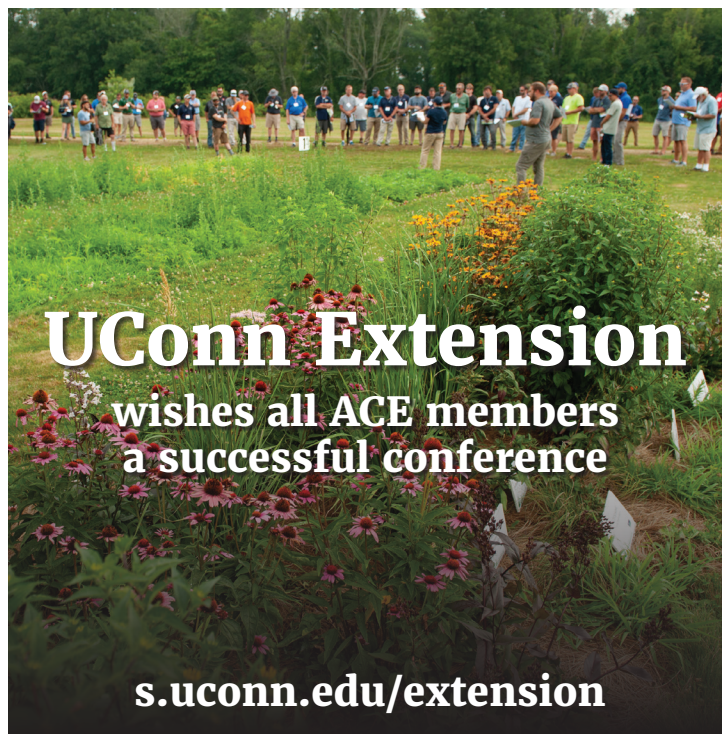
SAVE THE DATE | NOV. 1-2, 2023



[www.conchshellmedia.com](http://www.conchshellmedia.com)

WEBSITES • SOCIAL MEDIA • BRANDING  
VIDEO/AUDIO RECORDING • LIVE STREAMING  
MULTI-MEDIA PRODUCTION,  
CONSULTING & EDUCATION  
PR SERVICES  
EVENT COORDINATION & PROMOTION  
PHOTO • VIDEO • AUDIO  
TEXT • GRAPHICS • LOGOS  
DIGITAL/PRINT PUBLICATION DESIGN

Follow Us @conchshellmedia EmailMe@conchshellmedia.com



**UConn Extension**  
wishes all ACE members  
a successful conference

[s.uconn.edu/extension](http://s.uconn.edu/extension)

**UConn** | COLLEGE OF AGRICULTURE,  
HEALTH AND NATURAL RESOURCES  
EXTENSION

UConn complies with all applicable federal and state laws regarding non-discrimination, equal opportunity and affirmative action, including the provision of reasonable accommodations for persons with disabilities.



ACE

ASSOCIATION FOR  
COMMUNICATION EXCELLENCE

**JUNE 2024**

**SALT LAKE CITY, UT**



### MODERNIZING THE **FUTURE** OF AGRICULTURE

Discover how we are taking environmental and agricultural innovation to new heights.  
Read more by visiting:  
[discover.caes.uga.edu/Almanac2022](https://discover.caes.uga.edu/Almanac2022).



College of Agricultural &  
Environmental Sciences  
UNIVERSITY OF GEORGIA

# 2023 ANNUAL CONFERENCE SCHEDULE

## SUNDAY, JUNE 11

10:00 a.m. – 12:00 p.m.  
**(Optional) Pre-Conference Workshop Unlocking Your Creativity**

1:00 – 4:00 p.m.  
**Board of Directors Meeting - Cherokee**

2:45 – 6:15 p.m.  
**Registration Check-in and Silent Auction and Book Donation Drop-off - Grand Foyer**

3:00 – 4:45 p.m.  
**Learning Community Meetings**

4:00 – 4:45 p.m.  
**2024 Annual Conference Committee - Cherokee**

5:00 – 5:45 p.m.  
**Past Presidents' Reception - Oakland Heights**

6:00 – 7:30 p.m.  
**Opening Reception + Academic & Research Posters, Sponsored by NC State College of Agriculture and Life Sciences - Top of the Plaza**

## MONDAY, JUNE 12

7:00 a.m. – 5:30 p.m.  
**Registration - Grand Foyer**

7:00 – 7:45 a.m.  
**Continental Breakfast - Salon AB**

7:45 – 8:00 a.m.  
**Welcome and Introductions - Salon AB**

8:00 – 8:45 a.m.  
**Keynote Address - Salon AB**

9:00 a.m. – 12:00 p.m.  
**Academic and Research Paper Session - Swannanoa**

9:00 a.m. – 12:00 p.m.  
**Professional Development/ Learning Community Breakout Sessions**

12:00 – 1:45 p.m.  
**Lunch & Hermance Speaker, sponsored by USDA NIFA - Salon AB**

2:00 – 4:00 p.m.  
**Academic and Research Paper Session - Swannanoa**

2:00 – 4:00 p.m.  
**Professional Development Breakout Sessions**

4:00 – 6:00 p.m.  
**Reuben Brigham Award, Business Meeting, Reception - Salon AB**

6:00 p.m.  
**(Optional) Scavenger Hunt**

## TUESDAY, JUNE 13

6:00 a.m.  
**Joe Marks Run, meet in Lobby**

7:00 – 7:45 a.m.  
**Continental Breakfast - Salon AB**

7:45 – 9:45 a.m.  
**C&A and Honor Awards**

10:00 a.m. – 12:00 p.m.  
**Professional Development Breakout Sessions**

1:00 – 4:00 p.m.  
**(Optional) Creating Regional Voices To Tell the Land-Grant Research Story: An Interactive Workshop for Communicators - Salon AB**

### WIFI NETWORK:

Renaissance\_CONF network  
Password: AVLBR2

### SCAVENGER HUNT - ARE YOU UP TO THE CHALLENGE?

Using the free Goosechase app that can be downloaded through your smartphone, join us for a digital scavenger hunt that is sure to be educational and fun.

The missions will be challenging, the teams will be diverse, and the locations will be artsy and historical. The missions encourage teamwork,

so dig deep, have fun, take risks, be adventurous and, ultimately, discover Asheville!

To play, attend the Sunday reception, where you will receive instructions and setup. If you did not sign up when you registered, use the QR code or the link to the right to register, or connect with Lori Greiner during the

reception. Sign-up for the Goosechase scavenger hunt will end Sunday at 8 p.m.

Here is a link to the form: [forms.gle/tMUqyvbAHqxcPq1aA](https://forms.gle/tMUqyvbAHqxcPq1aA)



# SPEAKERS

## KEYNOTE SPEAKER



### SHERIL KIRSHENBAUM

Sheril Kirshenbaum is a scientist and author working to enhance public understanding of science and improve communication between scientists, policymakers, and the public. She hosts *Serving Up Science* on PBS and the discussion series "Our Table" at Michigan State University. Her books include *Unscientific America* with Chris Mooney and *The Science of Kissing*. Sheril has been a Presidential Leadership Scholar, a Marshall Memorial Fellow, a legislative NOAA fellow in the U.S. Senate with Senator Bill Nelson (D-FL) and a Next Generation Fellow. She has hosted blogs with *Scientific American*, *Wired* and *Discover* magazines and podcasts on NPR. Her current research focuses on how we make decisions about science and policy.

### BUILDING PUBLIC TRUST IN SCIENCE

The vast majority of people do not see the ways in which science holds relevance in their lives, and too many scientists are unable to explain why their work matters. Meanwhile, increasingly polarized politics and a changing media environment have magnified the growing rift between science and mainstream culture. Drawing on academic literature and decades of experience in science communication and policy, this talk will address best practices to reach the public about science, with focus on the agricultural practices and technologies that sustain us. Kirshenbaum will provide recommendations for how to connect with different audiences, inform the decision-making process, and rise to meet the greatest global challenges of the 21st century.

## HERMANCER SPEAKER



### JOLENE ERLACHER

Jolene has a doctorate in education and leadership and has done extensive research on generational trends. She has worked in education and non-profit contexts for two decades. Jolene is a certified IPSAT coach and church consultant. In addition to writing several books, Jolene provides regular training for churches, businesses, and schools on how to engage and teach the next generation ([www.leadingtomorrow.org](http://www.leadingtomorrow.org)). Jolene and her husband have twin 9-year-old daughters and live in central North Carolina.

*Sponsored by USDA NIFA*



# ACADEMIC AND RESEARCH AGENDA

The ACE Academic and Research session will highlight innovative and relevant research related to pressing issues within the food, agricultural, and natural resource communication sectors. The peer-reviewed research presented during this session will focus on providing a brief overview of the research and associated findings and encourages discussion and questions related to the research with the researchers and attendees. The research paper sessions will be interactive and allow presenters and attendees to engage in rich discussion and create connections to benefit communication academics and practitioners.

## SUNDAY, JUNE 11

6:00 – 7:30 p.m.

### Opening Reception & Academic Research Posters, Top of the Plaza

During the welcome reception, the ACE Academic and Research session will present innovative and relevant research via a poster as a visual aid. During this time, we ask for you to engage with our presenters, ask questions, and vote for the top people's choice poster awards.

MONDAY, JUNE 12

7:00 – 7:45 a.m.

### Continental Breakfast, Salon AB

7:45 – 8:00 a.m.

### ACE Welcome and Introductions, Salon AB

8:00 – 8:45 a.m.

### ACE Keynote Address, Salon AB

9:00 – 9:15 a.m.

### Introductions & Welcome for ACE Academic and Leadership LC, Swannanoa

9:15 – 10:15 a.m.

### Paper Session 1, Swannanoa

15-minute presentations with question & answer sessions taking place during Round Table Session 1

1. Building a Foundation: A Case Study of Interpersonal and Technical Skills Desired by Undergraduate Students in Agricultural Communications Courses at New Mexico State University  
Fisher EasleySmith<sup>1</sup> & Dr. Shannon Norris-Parish<sup>1</sup>  
<sup>1</sup>New Mexico State University

2. Cultural Dimensions and Communication: An Exploratory Study Informing Agricultural and Environmental Science Graduate Student Recruitment

Allison R. Byrd<sup>1</sup>, Dr. Catherine E. Sanders<sup>1</sup>, & Dr. Alexa J. Lamm<sup>1</sup>

<sup>1</sup>University of Georgia

3. Landowners' Perceptions of Conservation Easements: Implications for Effective Persuasive Communication  
Caitlin Cooper<sup>1</sup>, Dr. Jefferson D. Miller<sup>1</sup>, Lauren Gwaltney<sup>1</sup>, & Shane White<sup>1</sup>

<sup>1</sup>University of Arkansas

4. What's Trust Got To Do With It? Exploring Agricultural Science Podcast Producers', Guests', and Listeners' Perceptions and Levels of Trust in Science  
Dr. Jacqueline Aenlle<sup>1</sup>, Dr. Jamie Loizzo<sup>2</sup>, Dr. James C. Bunch<sup>2</sup>, Dr. Lisa Lundy<sup>2</sup>, & Dr. Kevin Folta<sup>2</sup>

<sup>1</sup>Kansas State University

<sup>2</sup>UF/IFAS

10:15 – 10:45 a.m.

### Round Table Session 1, Swannanoa

Three round table sessions for 10 minutes each to discuss presentations.

11:00 – 11:45 a.m.

### Professional Development Session/Learning Community/Break Time

12:00 – 1:45 p.m.

### Lunch and Hermance Speaker, Salon AB

2:00 – 3:00 p.m.

### Paper Session 2, Swannanoa

15-minute presentations with question & answer sessions taking place during Round Table Session 1

1. What Now: The Role of Attitude & Communicative Actions When Making Decisions During a Disease Crisis  
Dr. Ashley McLeod-Morin<sup>1</sup>, Dr. Lauri M. Baker<sup>1</sup>, Dr. Angela B. Lindsey<sup>1</sup>, Dr. Lisa Lundy & Dr. Ricky Telg<sup>1</sup>  
<sup>1</sup>UF/IFAS

2. Changes in the Information Uses and Gratifications of Virtual Communications for Kansas State Research & Extension Agents During the COVID-19 Pandemic  
Katie E. Messerla<sup>1</sup> & Dr. Katie Starzec<sup>1</sup>

<sup>1</sup>Kansas State University

3. Exploring the Social Media Health Information Seeking Patterns of Rural Residents to Provide Communication Strategies for Extension  
Dr. Catherine E. Sanders<sup>1</sup>, Kristin E. Gibson<sup>1</sup>, Allison R. Byrd<sup>1</sup>, Tatevik Markosyan<sup>1</sup>, & Dr. Alexa J. Lamm<sup>1</sup>  
<sup>1</sup>University of Georgia

4. A Content Analysis of COVID-19 Health and Safety Communication on the Minnesota State Parks and Trails Facebook Page  
Dr. Garrett M. Steede<sup>1</sup> & Sahil S. Kamat<sup>1</sup>

<sup>1</sup>University of Minnesota – Twin Cities

3:00 – 3:30 p.m.

### Round Table Session 2, Swannanoa

Three round table sessions for 10 minutes each to discuss presentations.

3:30 – 4:00 p.m.

### Business Meeting for ACE Research & Academic, Swannanoa

- Program updates
- JAC Conference edition submission information
- Paper & poster statistics
- Election of new officers
- Awards
- Other business

4:00 – 6:00 p.m.

### Reuben Brigham Award, ACE Business Meeting, Reception, Salon AB

6:00 p.m.

(Optional) Scavenger Hunt

# SESSIONS BY TRACK

See Full Schedule on next page to view time, presenters and location.

## SUNDAY (6/11/23)

### Research/Academic Programs/Instructional Design

Writing Workshop

### Learning Community (LC) Meetings

LC: Media Relations/Writing

LC: Electronic Media/Photography

LC: Leadership/Management

LC: Diversity/Accessibility

## MONDAY (6/12/23)

### Marketing/Leadership/Diversity

Strategic Communication and Marketing Plans & Reporting: Work in Progress

Developing Strategies and Adapting Content To Engage Non-English-Speaking Audiences

Executing a Communicating Workshop Series

Surviving the High-Profile Project: Stories from OSU Ag Honors

Good Communications Practices Start at the Top: A Conversation With Virginia Cooperative Extension Director Mike Gutter

Natural Disaster Communication

From Stale to Inspired: Re-branding the Experiment Station Section to agInnovation

### Digital Communication

You Don't Have To Post It To Prove It: How to Prevent Social Media Fatigue

Bringing Real. Life. Solutions. to Life Online: A Digital Learning Hub

The Planning Stage of Website Migration: Discussing How To Eat the Elephant

Social Media Analytics and Strategy: Using Social Media Analytics To Inform Social Media Strategy

Extreme Makeover: Newsletter Edition

### Visual Communication

Wading Into the Virtual Reality Waters: Three Options for Online VR Creation

Acing Your Presentations: Tips and Tricks for Creating Engaging, Interactive, and Accessible Presentations

### Research/Academic Programs/Instructional Design

Developing and Launching Online Courses With Articulate 360 Creator Tools

### Writing/Publications

Managing Extension Publications as Scholarly Output Using OJS

Writing Groups: How the Lone Wolf Becomes a Pack

### Learning Community (LC) Meetings

LC: Academic/Research

LC: Publishing/Graphic Design

LC: Marketing

LC: Social Media

LC: Academic/Research

## TUESDAY (6/13/23)

### Marketing/Leadership/Diversity

How To Understand, Identify and Communicate Quality of Life Topics for Seeking and Submitting Grants

### Digital Communication

Reducing Risk in a Decentralized Social Media Environment

Working in the Weeds: The Planning, Production, and Promotion of a Podcast on Invasive Plants

Communications, Marketing, and Outreach 101: For Institutes Serving Multiple Universities

### Visual Communication

Marketing to Millennials: How NC State Is Engaging New Audiences With Video

### Research/Academic Programs/Instructional Design

The Qualitative Research Paradigm in Agricultural Communications

Elevating the Science Behind Research Communication

Rethinking Fellowships: The Application of a Fellowship Program in the Context of Agricultural Research and Extension

### Writing/Publications

Choosing the Right "How" for a Great "Wow"

### Science Communication Workshop

Creating Regional Voices To Tell the Land-Grant Research Story: An Interactive Workshop for Communicators



# FULL SCHEDULE

## WORKSHOP TRACKS

Marketing/  
Leadership/  
Diversity

Digital  
Communication

Visual  
Communication

Research/  
Academic  
Programs/  
Instructional  
Design

Writing/  
Publications

Learning  
Community (LC)  
Meetings

Science  
Communication  
Workshop

## SUNDAY (6/11/23)

### 10:00 a.m. – 12:00 p.m.

Writing Workshop – Swannanoa

### 1:00 – 4:00 p.m.

ACE Board Meeting – Cherokee

### 3:00 – 3:45 p.m.

LC: Media Relations/  
Writing – Swannanoa

LC: Electronic Media/  
Photography – Victoria

### 4:00 – 4:45 p.m.

2024 Conference Planning  
Committee – Cherokee

LC: Leadership/  
Management – Swannanoa

LC: Diversity/Accessibility – Victoria

### 5:00 – 5:45 p.m.

Past Presidents'  
Reception – Oakland Heights

### 6:00 – 7:30 p.m.

Welcome Reception & Posters  
Session, Sponsored by NC State  
College of Agriculture and Life  
Sciences – Top of the Plaza

## MONDAY (6/12/23)

### 7:00 – 8:45 a.m.

Breakfast/Keynote – Salon AB

### 9:00 – 9:45 a.m.

LC: Publishing/Graphic  
Design – Windsor B

Strategic Communication and  
Marketing Plans & Reporting: Work  
in Progress – Salon C

**Presenters:** Jennifer Alexander,  
Jerry Grasso, Stacey Stearns

You Don't Have To Post It To Prove  
It: How To Prevent Social Media  
Fatigue – Windsor A

**Presenter:** Audrey King

Wading Into the Virtual Reality  
Waters: Three Options for Online VR  
Creation – Victoria

**Presenters:** Jamie Loizzo, Gabriel  
Spandau, Caroline Barnett

### 10:00 – 10:45 a.m.

LC: Marketing – Windsor B

Beyond the Translation: Developing  
Strategies and Adapting Content  
To Engage Non-English-Speaking  
Audiences – Windsor

**Presenters:** Lourdes Mederos,  
Luz Bahder

Bringing Real. Life. Solutions. to  
Life Online: A Digital Learning  
Hub – Salon C

**Presenters:** April Massengill, Lisa  
Stearns, Tammy McKinley

Acing Your Presentations: Tips  
and Tricks for Creating Engaging,  
Interactive, and Accessible  
Presentations – Victoria

**Presenters:** Lori Greiner, Latasha  
Ford, DaraMonifah Cooper

### 11:00 – 11:45 a.m.

LC: Social Media – Windsor B

Executing a Communicating  
Workshop Series – Salon C

**Presenter:** Janine Brumfield

The Planning Stage of Website  
Migration: Discussing How To Eat  
the Elephant – Windsor A

**Presenter:** Annabelle Lang

Managing Extension Publications  
as Scholarly Output Using  
OJS – Victoria

**Presenter:** Diana Hagan,  
Heidy Ramirez

### 12:00 – 1:45 p.m.

Lunch/Hernance, Sponsored by  
USDA NIFA – Salon AB

### 2:00 – 2:45 p.m.

Surviving the High-Profile  
Project: Stories From OSU Ag  
Honors – Windsor B

**Presenters:** Craig Woods,  
Mandy Gross

### Monday 2:00 – 2:45 p.m. (cont'd)

Good Communications Practices Start at the Top: A Conversation With Virginia Cooperative Extension Director Mike Gutter (sponsored by Virginia Cooperative Extension) – **Salon C**

**Presenters:** Max Esterhuizen, Mike Gutter

Social Media Analytics and Strategy: Using Social Media Analytics To Inform Social Media Strategy – **Windsor A**

**Presenter:** Kelsey Armstrong

Writing Groups: How the Lone Wolf Becomes a Pack – **Victoria**

**Presenters:** Lesa Vold, Stacey Stearns, Julie Stricker

### 3:00 – 3:45 p.m.

Natural Disaster Communication – **Windsor B**

**Presenters:** Samantha Murray, Abby Lillpop, Angie Lindsey

From Stale to Inspired: Re-branding the Experiment Station Section to agInnovation (Sponsored by agInnovation) – **Salon C**

**Presenters:** Erica Mirich, PIVOT Creative and Consulting and Bret Hess, Western Association of Agricultural Experiment Station Directors

### 3:00 – 3:45 p.m. (cont'd)

Extreme Makeover: Newsletter Edition – **Windsor A**

**Presenter:** Leighann Vinesett

Developing and Launching Online Courses With Articulate 360 Creator Tools – **Victoria**

**Presenters:** Phillip Stokes, Ricky Telg, Aly Morrison, Lauri Baker, Kevin Kent

### 4:00 – 6:00 p.m.

Reuben Brigham Award, Business Meeting & Reception – **Salon AB**

### 6:00 p.m.

(Optional) Scavenger Hunt Activity – Walking

## TUESDAY (6/13/23)

### 6:00 a.m.

Joe Marks Fun Run – **Lobby**

### 7:00 – 7:45 a.m.

Breakfast – **Salon AB**

### 7:45 – 9:45 a.m.

C&A + Honor Awards – **Salon AB**

### 10:00 – 10:45 a.m.

The Qualitative Research Paradigm in Agricultural Communications – **Salon C1**

**Presenters:** Karli Yarber, Jefferson Miller

Marketing to Millennials: How NC State Is Engaging New Audiences With Video – **Windsor B**

**Presenter:** Justin Moore

Reducing Risk in a Decentralized Social Media Environment (Sponsored by UF/IFAS Communications) – **Salon C2**

**Presenter:** Chris Vivian

Choosing the Right "How" for a Great "Wow" – **Windsor A**

**Presenters:** Sherry Hoyer, Chris Kick, Ann Robinson, Kirsten Rabin

### 11:00 – 11:45 a.m.

Elevating the Science Behind Research Communication (Sponsored by Oklahoma State University Agriculture) – **Swannanoa**

**Presenter:** Alisa Boswell-Gore

Rethinking Fellowships: The Application of a Fellowship Program in the Context of Agricultural Research and Extension (Sponsored by UF/IFAS Public Issues Education Center) – **Windsor B**

**Presenters:** Ashley McLeod-Morin, Sandra Anderson, Sydney Honeycutt

How To Understand, Identify and Communicate Quality of Life Topics for Seeking and Submitting Grants (Sponsored by Southern SARE) – **Swannanoa**

**Presenters:** Douglas H. Constance & DaraMonifah Cooper

Working in the Weeds: The Planning, Production, and Promotion of a Podcast on Invasive Plants – **Salon C2**

**Presenters:** Christine Krebs

### 11:00 – 11:45 a.m. (cont'd)

Communications, Marketing, and Outreach 101: For Institutes Serving Multiple Universities – **Windsor**

**Presenter:** Virginia Welsh, Breon Martin

### 11:45 a.m. – Conference Ends

### 1:00 – 4:00 p.m.

Creating Regional Voices To Tell the Land-Grant Research Story: An Interactive Workshop for Communicators (Sponsored by Association of 1890 Research Directors (ARD), North Central Regional Association of State Agricultural Experiment Station Directors (NCRA), Northeastern Regional Association of State Agricultural Experiment Station Directors (NERA), Southern Association of Agricultural Experiment Station Directors (SAAESD), and Western Association of Agricultural Experiment Station Directors (WAAESD)) – **Salon AB**



# 2023 ACE HONOR AWARDS

## ACE RISING STAR AWARD



**Tunyalee Martin**  
Associate Director  
of Communications,  
Statewide IPM  
Program UCANR; Co-  
chair of Diversity and  
Accessibility LC



**Bayleigh O'Neil**  
Digital  
Communications  
Specialist | West  
Virginia State  
University



**Lesa Vold**  
Program Manager  
& Communications  
Specialist, Egg Industry  
Center at Iowa State  
University



**Anna Ribbeck**  
Social Media  
Strategist, LSU  
AgCenter



**Kevin Kent**  
Instructional Assistant  
Professor, Agricultural  
Communication,  
UF/IFAS

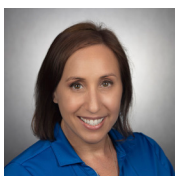
## ACE LEARNING COMMUNITY AWARD OF EXCELLENCE



**Samantha Murray**  
Senior Public Relations Specialist,  
UF/IFAS Communications, Media  
Relations and Writing Learning  
Community



**Matt Browning**  
Senior Public Affairs Specialist, USDA  
NIFA, Diversity and Accessibility  
Learning Community



**Tracy Bryant**  
Director of Creative Services,  
UF/IFAS Communications, Publishing  
and Graphic Design Learning  
Community



**Quisto Settle**  
Assistant Professor,  
Oklahoma State University,  
Academic and Research Learning  
Community



## ACE FELLOW

**Ruth Hohl  
Borger**  
Communications  
Specialist, UF/IFAS  
Citrus Research and  
Education Center

## ACE 2023 ACADEMIC AND RESEARCH AWARDS

### OUTSTANDING RESEARCH PAPER

Ashley McLeod-Morin, Lauri Baker, Angie Lindsey, Lisa Lundy, & Ricky Telg, UF/IFAS

"What Now: The Role of Attitude and Communicative Actions When Making Decisions During a Disease Crisis"

### RUNNER-UP RESEARCH PAPER

Katie Sanders, Kristin E. Gibson, Allison R. Byrd, Tatevik Marksman & Alexa Lamm, University of Georgia

"Exploring the Social Media Health Information Seeking Patterns of Rural Residents To Provide Communication Strategies for Extension"

### OUTSTANDING RESEARCH PROPOSAL

Julia Knaggs, The Ohio State University

"Reaching Gen Z: A Qualitative Study of Chipotle's Visual Storytelling and Implications for Corporate Reputation Management"

### OUTSTANDING THESIS

Rebekah McCarty, New Mexico State University

"Tailoring the Message: Framing Agricultural Information in the Context of Culture"

### OUTSTANDING DISSERTATION

Whitney Stone, UF/IFAS

"A Change in Climates: A Portraiture of Florida's Agricultural Migrant Workers"

# CRITIQUE AND AWARDS

## OPS WINNERS

### CRISIS AND ISSUES MANAGEMENT

---

#### **UF/IFAS Communications Responds to Hurricane Ian**

Aaron Alexander, Luz Bahder, Ruth Borger, Tracy Bryant, Brad Buck, Lourdes Mederos, Tory Moore, Samantha Murray, Kirsten Rabin, Chris Vivian, Rebecca Clapp, Tennille Herron, Jennifer Hugus, Donielle Nardi, Frank Samandari, Ryan Smith, Thomas Zapor

### ELECTRONIC MEDIA, AUDIO

---

#### **2022 Wyoming Wool Initiative Blanket**

David Keto

### GRAPHIC DESIGN

---

#### **Wildlife Habitat Education Program Poster**

Bruce Dupree

### INFORMATION TECHNOLOGY

---

#### **Game Over Gopher: Math Snacks**

Barbara Chamberlin, Adrian Aguirre, Amy Smith Muise, Matheus Cezarotto, John "CC" Chamberlin, David Abraham, James McVann

### MARKETING

---

#### **2022 OSU Agriculture Field Days Campaign**

Alisa Boswell-Gore, Hayley Eberle, Lyndall Stout, Melissa Mourer, Kurtis Hair, Seth Fish

### MEDIA RELATIONS

---

#### **Scientists grow plants in soil from the moon**

Samantha Murray, Chris Vivian, Tyler Jones, Rebecca Clapp, Marc Turchin, Joe Kays, Brittany Wise, Brooke Adams, April Martin, Fairen Horner, Celeste Velazco, Gamble Gilbertson

## PHOTOGRAPHY

---

#### **Lunar Soils Photo Story**

Tyler Jones

## PUBLISHING

---

#### **2022 Almanac, Vol. 1**

Cassie Ann Kiggen, Maria Lameiras, Erin Yates, Katie Walker

## SOCIAL MEDIA

---

#### **Ferguson College of Agriculture Back to School Campaign**

Kristin Knight, Hunter Gibson, Cynda Clary

## WRITING

---

#### **Public science depends on involvement of community members**

Chris Moran

## GOLD, SILVER, AND BRONZE WINNERS





# 2022-2023 BOARD MEMBERS

## **PRESIDENT**

---

Ricky Telg  
Professor, Department of Agricultural Education and Communication, and Director, UF/IFAS Center for Public Issues Education

## **PRESIDENT-ELECT**

---

Tobie Blanchard  
Director, Communications and Public Relations, Louisiana State University AgCenter

## **VICE PRESIDENT**

---

ChaNae Bradley  
Senior Communications Specialist  
Fort Valley State University, Agricultural Communications

## **PAST PRESIDENT**

---

LaRachelle Samuel-Smith  
Communications Manager, USDA, National Institute of Food and Agriculture

## **TREASURER**

---

Jason Ellis  
Professor and Department Head, Department of Communications and Agricultural Education, Kansas State University

## **LEARNING COMMUNITY DIRECTOR**

---

Stacey Stearns  
Communications Specialist, University of Connecticut, UCONN Extension

## **PROFESSIONAL DEVELOPMENT DIRECTOR**

---

Lori Tyler Gula  
External Communications Manager, USDA, National Institute of Food and Agriculture

## **RESEARCH DIRECTOR**

---

Jamie Loizzo  
Assistant Professor, Department of Agricultural Education and Communication, UF/IFAS

## **MARKETING & MEMBERSHIP DIRECTOR**

---

Dara Cooper  
New Media & Communication Specialist: Technology, Distance/Online Learning, University of the Virgin Islands & Pascale Mondesir  
Communication Specialist, Prairie View A&M University

## **MEMBER SERVICES DIRECTOR**

---

Latasha Ford  
Research Communications Specialist, Fort Valley State University College of Agriculture, Family Sciences and Technology (CAFST)

## **RETIREE DIRECTOR**

---

Dave King, retired

## **BOARD-APPOINTED POSITIONS**

### **DEVELOPMENT OFFICER**

---

Ruth Hohl Borger

### **ACE CURATOR**

---

Joanne Littlefield

### **JOURNAL OF APPLIED COMMUNICATIONS**

---

Jefferson Miller, Executive Editor  
Annie Specht, Managing Editor

### **ACE REPRESENTATIVE TO JOURNAL OF EXTENSION (JOE) BOARD OF DIRECTORS**

---

Lori Greiner

### **ACE REPRESENTATIVE TO EXTENSION COMMITTEE ON ORGANIZATION AND POLICY (ECOP)/EXPERIMENT STATION COMMITTEE ON ORGANIZATION AND POLICY (ESCOP) COMMUNICATIONS AND MARKETING COMMITTEE**

---

Elizabeth Gregory North

# MEMBERSHIP MILESTONES

## 60 YEARS

Earl Otis  
Brad Schneller

## 55 YEARS

Ned Browning  
Larry Quinn

## 50 YEARS

Gene Hettel  
Garvin Quinn

## 40 YEARS

Dan Rahn  
Helen White

## 35 YEARS

Jerald Adams  
Elaine Edwards  
Holly Young

## 30 YEARS

Al Williamson

## 20 YEARS

Tracy Bryant  
Leslie Edgar  
Jason Ellis

## 15 YEARS

Randy LaBauve  
Mary Wirth

## 10 YEARS

Zachry Ashmore  
Tobie Blanchard  
Stacy Herrick  
Tyler Jones  
Alexa Lamm  
Lesa Vold

## 5 YEARS

Ashley Andrews  
Ashley Bates  
Laura Fischer  
Latasha Ford  
Heather Griffith  
Kevin Kent  
Nellie Hill  
Nick Kordsmeier  
Austin Moore  
April Moore Massengill  
Angel Riggs

### WIFI NETWORK:

Renaissance\_CONF network | Password: AVLBR2



# CONFERENCE SPONSORS

## PLATINUM ANNUAL



Center for  
Public Issues  
Education



CITRUS RESEARCH AND  
EDUCATION CENTER



AGRICULTURAL  
EDUCATION AND  
COMMUNICATION

## PREMIUM



WAAESD  
Western Association of Agricultural Experiment Station Directors



Southern Association of  
Agricultural Experiment Station Directors



Association of  
1890 RESEARCH DIRECTORS



Northeastern Regional Association of State Agricultural Experiment Station Directors



NCRA  
North Central Regional Association of  
State Agricultural Experiment Station Directors

## GOLD



National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE



## SILVER

## BRONZE

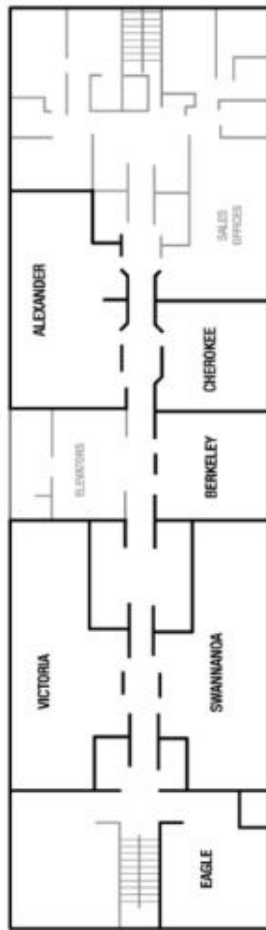


## FRIENDS OF ACE

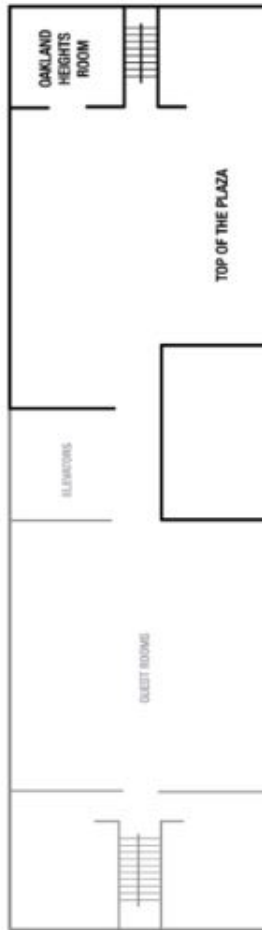


Oregon State University  
Extension and  
Engagement

SECOND FLOOR



12TH FLOOR



LOBBY LEVEL

