The ACE Board and Memphis conference committee would like to thank our generous sponsors for helping to make this event possible and showing their commitment to ACE.
SESSION TYPES

This year’s program is designed to help you find professional development opportunities suited to your personal goals and experience levels. You can choose from the following types of sessions noted in program descriptions:

- **How-to (H2):** Master a specific skill or tool and take home a task list.
- **Application (App):** Short lecture with time to practice what you learn with guidance from an expert.
- **Sharing (SS):** Take home a lesson or two from those who have implemented a new idea or concept.

Programming focuses on three main themes:

- **TT** = Tools and Techniques
- **WEF** = Working Effectively with Others
- **RNA** = Reaching New Audiences

Each session is labeled according to the intended audience:

- **Explorers:** For a person who wants to learn the basics of a concept or tool.
- **Trailblazers:** For a person with some knowledge and experience who is eager to advance.

Session descriptions begin on page 12.

After the conference, find ACE presentations on slideshare.net. Search for “ACE Memphis.”
Welcome to Memphis and the Association for Communication Excellence Conference 2016!

Whether you’re kicking back listening to the blues or all shook up from a great barbecue meal, we’re pretty sure you can’t help falling in love with Memphis. Based on your feedback, this year’s conference planning committee has put together a packed line-up of professional development sessions for Explorers, who are new to a topic, and for more experienced Trailblazers. A variety of short, 15-minute sessions, 45-minute workshops, and in-depth 90-minute breakouts allow for brief introductions and deep dives.

We’re thrilled to have three dynamic general session speakers at this year’s conference who will address pressing issues facing 21st-century communicators and inspire us to reach new audiences. Also in response to ACE members’ requests, the Board supported a new program of speakers invited from Memphis and the surrounding area. These experienced professionals will add terrific local flavor and new perspectives to our conference, as they bring ideas from outside the land-grant realm.

Also new this year: A social activity to help you connect fACEs with pPLACEs of people you’ve met. Wear your school colors and represent your institution on Wednesday night as we head to Agricenter International, the world’s largest urban agricultural research and education facility. After tours, we’ll enjoy food, fellowship, and the annual live auction.

On Thursday, the Extension Video Producers are sponsoring an all-day workshop presented by the legendary Larry Jordan. Thank you, EVP, for partnering with us!

We extend a special thanks to our platinum sponsor, the Mississippi State University Extension Service; our gold sponsor, University of Tennessee Extension; and the Mississippi Peanut Growers Association and Farm Journal Broadcast.

From learning community meetings where you connect with peers from around the world to hands-on workshops, this year’s ACE conference has something for everyone. We challenge you to reach out to someone new, investigate a session that piques your curiosity, and seek out ways you can grow professionally.

Thanks for being part of ACE!

Brad Beckman, ACE President
Craig Woods, Conference Co-chair
Keri Collins Lewis, Conference Co-chair
Lesa Vold, Conference Co-chair
Welcome Reception
Monday, June 13
6:00 p.m.-7:00 p.m.
The Peabody Rooftop
Enjoy your first taste of Memphis and a skyline view from the rooftop of the iconic Peabody Hotel. After a welcome by Conference Co-Chair Craig Woods, stop by the Research Learning Community poster session to talk with researchers about their work. Only peer-reviewed posters were accepted, and you are invited to choose the best of the best by voting for your favorite. A cash bar will be available.

Historic Memphis Walking Tour
Tuesday, June 14
5:15 p.m.-6:45 p.m.
Meet in the lobby of The Peabody
Pre-registration required
Enjoy an educational and memorable walk through Memphis. Our tour guide, Jimmy Ogle, is a lifelong Memphian who has worked in tourism and is the current Shelby County historian.

Tuesday Dinner Meet-Up
Tuesday, June 14
7:00 p.m.
Looking for some fun and fellowship over dinner? Meet in the lobby for an informal gathering of ACE members from the Membership Committee. If you came to the conference alone or just want to hang out with new people, you'll find a group ready to head out on the town.

Joe Marks Fun Run (or Walk!)
Wednesday, June 15
6:00 a.m.
Meet in the lobby of The Peabody
This optional early-morning activity honors former ACE President Joe Marks, a long-time writer who was professor and news director at the University of Missouri. Joe was an avid runner who excelled at having fun! He initiated numerous fun runs at ACE annual conferences. There will be two routes: 2 miles and 3.2 miles. Both routes are up-and-back and follow the Mississippi River. Route maps are available at the conference registration table and will be handed out the morning of the run/walk. There is no preregistration for this event, but participants will be asked to sign a waiver prior to the run/walk. Organizer Erik Anderson from the University of Idaho has gathered fun facts about the route to share along the way, so get up early and join the fun run!

ACE Silent and Live Auctions
Wednesday, June 15
Live auction from 6:30 p.m.-7:00 p.m.
Silent auction ends at 6:45 p.m.
Visit the ACE silent auction. This win-win-win event allows members to showcase their home states while supporting the ACE Development Fund. And someone takes home a special treat (we won't tell if you keep it for yourself). Auction items will be displayed at The Peabody through Wednesday, then moved to Agricenter International where members can place last-minute bids during the evening networking event. After dinner, the most popular items will be presented during the live auction. The items are donated by members, and often created by them, too. Bring cash, check or credit card and bid enthusiastically. The ACE Development Fund provides grants to members for projects to aid professional growth.

fACEs and plACEs Tour, Dinner, and Auction
Wednesday, June 15
Buses depart at 4:00 p.m. from the Union Avenue entrance of The Peabody.
Sponsored by University of Tennessee Extension
Pre-registration required
Wednesday afternoon, we'll head to Agricenter International for an evening of relaxation. This is your chance to unwind and connect new fACEs and plACEs of people you've met during the conference. Dress to represent your institution and climb aboard a hay wagon to explore the world's largest urban agriculture research and education facility. Following tours, we will be treated to a barbecue dinner, live auction, and music by our house band, the X-Tension Chords. Bring cash, check, or a credit card to pay for auction items before leaving the facility. The program committee for the 2017 New Orleans conference has promised some extra special Southern hospitality. You won't want to miss this event!

Post-Conference Tours
Thursday, June 16
Preregistration required
National Civil Rights Museum Tour: The tour bus will depart at 1:30 p.m. from the Union Avenue entrance of The Peabody. Tour Leader: Ariel Ginsburg
Cotton Exchange Museum: Meet in the lobby at 1:15 p.m. for a 1:30 p.m. departure. The Cotton Exchange Museum is within walking distance of The Peabody. Tour Leader: Bob Ratliff
# The Conference at a Glance

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<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
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<tbody>
<tr>
<td><strong>7:00 a.m.-5:00 p.m.</strong></td>
<td><strong>7:00 a.m.-5:00 p.m.</strong></td>
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<tr>
<td>Registration</td>
<td>Registration (All Day)</td>
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<td>East Mezzanine</td>
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<td><strong>9:00 a.m.-2:30 p.m.</strong></td>
<td><strong>7:00 a.m.-9:00 a.m.</strong></td>
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<tr>
<td>Research Learning</td>
<td>Continental Breakfast</td>
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<td>Community Papers</td>
<td>Grand Ballroom C</td>
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<td>Grand Ballroom A</td>
<td><strong>7:45 a.m.-8:00 a.m.</strong></td>
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<td>Learning Community</td>
<td>Welcome and Speaker</td>
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<td>Leaders Meeting</td>
<td>Introduction</td>
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<td>Grand Ballroom B</td>
<td>Grand Ballroom C</td>
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<td><strong>2:00 p.m.-3:00 p.m.</strong></td>
<td><strong>8:00 a.m.-8:45 a.m.</strong></td>
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<td>Professional Development</td>
<td>Keynote: Katie Paine</td>
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<td>Committee Meeting</td>
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<td>Grand Ballroom D</td>
<td><strong>9:00 a.m.-10:30 a.m.</strong></td>
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<td><strong>3:00 p.m.-4:00 p.m.</strong></td>
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<td>State Representatives Meeting</td>
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<td>Grand Ballroom B</td>
<td><strong>12:00 p.m.-1:45 p.m.</strong></td>
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<tr>
<td>JAC Board Meeting</td>
<td>LUNCH</td>
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<td>Grand Ballroom D</td>
<td>ACE Professional Award</td>
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<td><strong>4:00 p.m.-5:00 p.m.</strong></td>
<td>Hermance Speaker: Terri Freeman</td>
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<td>2017 Program Committee</td>
<td>Grand Ballroom C</td>
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<td>Grand Ballroom B</td>
<td><strong>2:00 p.m.-2:45 p.m.</strong></td>
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<tr>
<td>Past Presidents and</td>
<td>Session 3 (p. 14)</td>
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<td>Retirees Reception</td>
<td><strong>3:00 p.m.-3:15 p.m.</strong></td>
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<tr>
<td>Jackson Room</td>
<td>Session 4 (p. 15)</td>
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<td><strong>5:00 p.m.-6:00 p.m.</strong></td>
<td><strong>3:15 p.m.-3:30 p.m.</strong></td>
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<td>New Member/First-Timer Welcome Reception</td>
<td>Session 5 (p. 16)</td>
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<tr>
<td>(light refreshments)</td>
<td><strong>3:30 p.m.-4:00 p.m.</strong></td>
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<td>Grand Ballroom A</td>
<td>Networking Break</td>
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<td><strong>6:00 p.m.-7:00 p.m.</strong></td>
<td><strong>4:00 p.m.-4:45 p.m.</strong></td>
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<tr>
<td>Welcome Reception and Poster Session</td>
<td>Session 6 (p. 17)</td>
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<tr>
<td>(cash bar)</td>
<td><strong>5:15 p.m.</strong></td>
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<td>The Peabody Rooftop</td>
<td>Historic Memphis Walking Tour</td>
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<td><strong>7:00 a.m.-5:00 p.m.</strong></td>
<td>Meet in hotel lobby.</td>
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<td>Registration</td>
<td>Departs at 5:30 p.m.</td>
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<td>East Mezzanine</td>
<td>Approximate end time is 6:45 p.m.</td>
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**Continental Breakfast**
Grand Ballroom C

**Welcome and Speaker Introduction**
Grand Ballroom C

**Keynote: Katie Paine**
Grand Ballroom C

**Session 1 (p. 12)**

**Session 2 (p. 13)**

**LUNCH**
ACE Professional Award
Hermance Speaker: Terri Freeman
Grand Ballroom C

**Session 3 (p. 14)**

**Session 4 (p. 15)**

**Session 5 (p. 16)**

**Session 6 (p. 17)**

**Historic Memphis Walking Tour**
Meet in hotel lobby. Departs at 5:30 p.m. Approximate end time is 6:45 p.m.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 6:00 a.m.   | **Joe Marks Fun Run/Walk**  
Meet in hotel lobby.                                   |
| 7:00 a.m.-5:00 p.m. | **Registration**  
(All Day)  
East Mezzanine                                           |
| 7:00 a.m.   | **ACE Silent Auction**  
(All Day)  
East Mezzanine                                           |
| 7:00 a.m.-9:00 a.m. | **Continental Breakfast**  
**ACE Awards**  
Grand Ballroom C                                         |
| 8:00 a.m.-8:45 a.m. | **Keynote: Janice Person**  
Grand Ballroom C                                          |
| 9:00 a.m.-9:45 a.m. | **Session 7**  
(p. 18)                                                   |
| 10:00 a.m.-10:45 a.m. | **Session 8**  
(p. 19)                                                   |
| 11:00 a.m.-11:45 a.m. | **Session 9**  
(p. 20)                                                   |
| 12:00 p.m.-1:30 p.m. | **LUNCH**  
Reuben Brigham Award and Critique & Awards program  
Grand Ballroom C                                         |
| 1:45 p.m.-2:30 p.m. | **Session 10**  
(p. 21)                                                   |
| 2:45 p.m.-3:30 p.m. | **Session 11**  
(p. 22)                                                   |
| 4:00 p.m.   | **Board buses for Agricenter International**  
(Union Avenue hotel entrance)                     |
| 9:00 p.m.   | **Last bus arrives from Agricenter International**  
(staggered returns)                                   |
| 7:00 a.m.-12:00 noon | **Registration**  
East Mezzanine                                           |
| 7:00 a.m.-9:00 a.m. | **Continental Breakfast**  
Grand Ballroom C                                         |
| 8:00 a.m.-9:00 a.m. | **ACE Business Meeting**  
(All members are invited to attend.)  
Grand Ballroom C                                         |
| 9:00 a.m.-5:00 p.m. | **Extension Video Producers Workshop**  
Grand Ballroom A                                         |
| 9:00 a.m.-9:45 a.m. | **Session 12**  
(p. 23)                                                   |
| 10:00 a.m.-10:45 a.m. | **Session 13**  
(p. 24)                                                   |
| 11:00 a.m.-11:45 a.m. | **Session 14**  
(p. 25)                                                   |
| 1:30 p.m.   | **Post-Conference Tours**                                         |
|             | **National Civil Rights Museum**  
Bus departs from the Union Avenue entrance of the Peabody.  
Tour ends at 4:00 p.m.                                    |
|             | **The Cotton Museum at the Memphis Cotton Exchange**  
Participants meet in lobby to walk to museum. End time and return to hotel determined by individual participants. |
Katie Delahaye Paine, aka The Measurement Queen (@queenofmetrics), has been a pioneer in the field of measurement for three decades. She has founded two measurement companies, KDPaine and Partners Inc., and The Delahaye Group. Her books, Measure What Matters (Wiley, March 2011) and Measuring Public Relationships (KDPaine and Partners, 2007) are considered must-reads for anyone tasked with measuring public relations and social media. Her latest book, written with Beth Kanter, Measuring the Networked Nonprofit: Using Data to Change the World, is the 2013 winner of the Terry McAdam Book Award.

Her latest company, Paine Publishing, is the first educational publishing firm entirely dedicated to making more Measurement Mavens. Its newsletter, “The Measurement Advisor,” is the industry’s most comprehensive source of information about best practices in communications measurement. In her consulting practices, she designs measurement dashboards for some of today’s most admired companies. Katie has also been a leading promoter of standards in the PR and social media measurement field, most recently as the initial organizer of The Conclave that released social media measurement standards.

Janice Person is a member of Monsanto’s corporate engagement team doing outreach both within agriculture and broadly with society. She is based at the company’s headquarters in St. Louis, Missouri, and has the opportunity to work with a wide range of farmers, foodies, and bloggers on various topics.

Having grown up a city girl, Janice became involved in agriculture through cotton and still carries a passion for it. In fact, it has become a brand of sorts, as her online presence is known as JPlovesCOTTON. She has found social media provides a great way to both learn and share experiences in ways that can help people better understand agriculture broadly. She is one of the founders of the farmer-led AgChat Foundation, which seeks to empower farmers to tell their stories online and remains very active with the organization’s programs. Her job at Monsanto is to help the company connect more with members of the general public to increase the understanding of agriculture and the company specifically.

Janice has a bachelor’s degree in mass communications from Phillips University in Enid, Oklahoma, and a Master’s degree in journalism from the University of Memphis. Prior to joining Monsanto in 2007, she worked for Delta and Pine Land Company in Scott, Mississippi, and Gibbs and Soell in White Plains, New York.

Outside of work, Janice enjoys travel and creative arts like photography and pottery and shares stories about all of those things at janiceperson.com.
Terri Lee Freeman was appointed president of the National Civil Rights Museum in November 2014. As president, Terri is responsible for providing strategic leadership in furthering the museum's mission as an educational and cultural institution. Terri's goals for the museum include establishing the museum as the new “public square” for dialogue about and around civil and human rights, providing a safe space for people to exchange and learn; becoming an institutional center for the promotion of nonviolence, social justice, and equity; and being a “hands on” educational resource for those desiring historical knowledge of civil and human rights.

For 18 years, Terri served as president of the Community Foundation for the National Capital Region, the largest funder of nonprofit organizations in the Washington, D.C., metropolitan area. In that position, she distinguished herself for her community building, her role in creating community consensus, her leadership on critical issues to improve quality of life, and her record of increasing the Community Foundation's assets from $52 million to more than $350 million. She has a record of using her skills and experience to bridge differences between diverse groups of people and finding common ground for the future, as reflected in a number of awards and her board leadership and membership with important nonprofit organizations in the nation's capital.

The Hermance Speaker endowment is an Association of Communication Excellence (ACE) tradition in memory of 1992 ACE President Gary Hermance. Each year, ACE selects a speaker specifically to represent Gary’s unique character and personality with creativity, innovation, determination, humor, or inspiration.

Gary Hermance grew up in Miami, Florida, where he was born January 15, 1946. Following the completion of his master’s degree at the University of Florida in 1970, he began work there in agricultural communications as an editorial assistant. In 1972, he was named art director for the Institute of Food and Agricultural Science (IFAS) at the university.

In the mid-1970s, he became head of the printing and graphics section of IFAS editorial, and, in 1990, he was named associate director of IFAS Information.

He joined ACE in 1978 and received the ACE Pioneer Award and the Award of Excellence for graphic design.
Clint Baker is a creative director and owner of Baker & Hill, a two-man design company that has been trying to go out of business for fifteen years. He is in a serious relationship with Discovery Channel, Animal Planet, Travel Channel, Food Network, PBS, ABC News, National Geographic Channel, Washington Post, National Geographic Museum, Smithsonian Institution, National Park Service, and The World Bank.

Clint went rogue from a salary position in 2000 and eventually turned completely feral. He spends his work life writing, illustrating, and art directing animated shorts, online games, and interactives.

Mark Hill is a fine, upstanding citizen as well as a creative director and owner of Baker & Hill. He is the real man of the two-man design company that continues to thrive after fifteen unaccounted-for years. During this time, Mark has loved and been loved by Discovery Channel, Animal Planet, Travel Channel, Food Network, PBS, ABC News, National Geographic Channel, Washington Post, National Geographic Museum, Smithsonian Institution, National Park Service, and The World Bank.

Mark began the decline of his life in 2000 when he co-founded Baker & Hill and since then has struggled to find something that pays as well. Until that time, Mark will continue to design, write, and art direct because he can’t help it.

During his career, Michael has written for every medium: print, video and film, radio, television, theatre, and the Internet. A professional songwriter as well, Michael got his start as a jingle lyric writer for the William B. Tanner Company, which later became Media General Broadcast Services. His songs have been recorded by Shelby Lynn, Jimmy Griffin, Jim Brickman, and Clay Crosse.

He is the co-writer of the Memphis holiday classic “Christmas in Memphis.” It was written in 1985 and originally recorded by The Media General Singers. In 1985 he was signed as a staff songwriter for Chips Moman Music, when the famous “American Sound Studios and 827 Thomas Street Band” writer/producer returned to Memphis and set up a new state of the art studio at the old fire station at 3rd Street and Linden.

As a film and video writer, producer, and director, he has worked on advertising and marketing campaigns for such clients as FedEx, Dover Elevator, MCI, Holiday Inn, Owen Brennan’s Restaurant, International Paper, Garden Plaza Hotel, Terry and Terry Homes, Thompson’s Water Seal, Libertyland/Mid-South Fair, Captain Bilbo’s Restaurant, Marriott and Renaissance Hotels International, St. Mary’s of the Plains Hospital (Lubbock, Texas), The John Waddell Company, Twisstop Phone Jacks, Crews Safety Glasses/Memphis Glove, A.J.D. Pro-Line Caps, Preway Fireplaces, Briostki Antacid, Shane Toothpaste, Cub Cadet Tractors, Yard Man Lawn Mowers, Continental Systems Fitness Equipment, Elkington-Keltner Developments, and ServiceMaster. He has won numerous local and regional Addy Awards for his work.
Ava Lowrey and Sara Wood
SOUTHERN FOODWAYS ALLIANCE
https://www.southernfoodways.org

The Southern Foodways Alliance documents, studies, and explores the diverse food cultures of the changing American South. Their work sets a welcome table where all may consider our history and our future in a spirit of respect and reconciliation.

A member-supported organization based at the University of Mississippi’s Center for the Study of Southern Culture, they collect oral histories, produce films and podcasts, publish great writing, sponsor scholarship, mentor students, and stage events that serve as progressive and inclusive catalysts for the greater South.

Donations from generous individuals, foundations, and companies fund their good work.

Ava Lowrey is the Pihakis Foodways Documentary Fellow. She is a graduate of New York University’s Tisch School of the Arts, and in May of 2015 she completed her MFA in experimental and documentary arts at Duke University. Ava has been featured in The New York Times, Rolling Stone Magazine, and CNN, and her short documentaries have screened at festivals across the country. A native of Alexander City, Alabama, Ava’s films often focus on her Southern roots, sharing untold stories centered in the South.

Sara Wood is an oral historian with the SFA. She has a B.A. in Journalism from Columbia College Chicago and an MFA in creative writing from UNC-Wilmington, and she studied radio at The Salt Institute for Documentary Studies. After meddling in modern dance, public radio, and art museums, Sara landed at the SFA as an oral history intern in 2012.

Larry Jordan
EXTENSIÓN VIDEO PRODUCERS

Larry Jordan is a nationally renowned digital media analyst, producer, director, editor, writer, and trainer. He has more than 30 years of video and post-production experience in local and national news, corporate videos, and film. He is a member of both the Directors Guild of America and the Producers Guild of America and is recognized as one of the Top 100 Corporate Producers in America. As an Apple-Certified Trainer, Larry combines his extensive production experience with his teaching skills to bring a wide-ranging, entertaining and real-world perspective to his seminars.
SESSION 1 | Tuesday 9:00 a.m.-10:30 a.m.

■ Putting Together a Measurement Dashboard Your Boss Will Love

*Grand Ballroom C, Katie Paine*

This hands-on workshop breaks down the complex process of measuring communications into manageable steps. Learn how to use metrics to say “no” to stupid ideas, quickly identify the projects that are worth doing (and those that are a waste of time) and as a result, get a permanent seat at the proverbial table. The session will cover how to get management consensus around how to quantify PR’s role in creating business value; the processes to gather, manage and validate the data, (big and small), that measurement generates, and much more!

■ Creativity: The Genius Within You

*Grand Ballroom A, Michael Porter*

Don’t be misled into believing “creativity” exclusively applies to artistic pursuits, or that the mystic Muses only appear to misfits and madmen. This workshop will feature highly enlightening challenges to bridge those lapses in your synapses. Your teacher is a former comedy writer, so rest assured your “Ah Ha!” epiphanies will go hand in hand with “Ha Ha!” eruptions of laughter. Everyone is a genius in waiting!

■ Cracking the Code to Teaching: A Round-Robin Discussion of Teaching Techniques and Strategies That Work

*Grand Ballroom B*

Courtney Gibson, Texas Tech University, Joy Rumble, University of Florida, and Kelsey Hall, Utah State University

The ACE Academic Learning Community will host a round-robin style session addressing effective and innovative teaching strategies and techniques for young faculty, graduate students, and extension professionals teaching in both non-formal and university agricultural communications programs. Session participants will move through six discussion areas in 12-minute intervals while discussing various topics related to effective teaching techniques and strategies.

**TT-Explorers-SS**

■ Develop Designs that Communicate

*Grand Ballroom D*

Jessa Wilcoxen, Greenville College

Typography, structure, and hierarchy. Understanding these basic principles can help a non-designer create layouts that are visually pleasing and communicate to the appropriate target audience in an effective manner. Through a series of quick Creative Jam sessions, participants will be visually solving a variety of communication and design problems. **TT-Explorers-H2**

■ Designing for Apps: Workshop on Design Methods

*Grand Ballroom E*

Barbara Chamberlin and Jeanne Gleason, New Mexico State University

Though graphics, interface and programming are key players in the development of a mobile app or game, it is the app design that most influences success. We’ll share the design process we use to go through the initial design, and then we’ll break into groups to practice implementing the design approach. This workshop is designed as a primer to help others go through an app or game design project with extension clients. **STC-Trailblazers-App**

■ Instructional Design for Non-Designers

*Lansdowne*

Jeff Rollins, Purdue University

This hands-on workshop will give non-designers a few simple, easy-to-understand, tools that work for a variety of formats. We’ll walk through two instructional design models (ADDIE and ARCS) and discuss the advantages of backward design. Come to the session ready to apply instructional design to a real-world project, and we’ll collaborate to arrive at solutions we can all use and learn from. Pens and pencils will be enough to participate, but bring your laptop if you have one. **TT-Explorers-H2**

■ Put Those Videos to Work! Using Zaption to Turn Videos into Interactive Educational Resources

*Barclay*

Tamara Meredith, University of Wyoming

Zaption is a new web-based video editing tool that lets you add text, images, quiz questions, and more to your YouTube or other videos. With little effort, any video can be turned into a fully interactive learning experience—for desktop, laptop, or mobile devices. Share with anyone—viewers will never be required to create an account. However, you’ll still get their viewing and quiz score analytics! Bring your laptop (PC or Mac) for full participation. **TT-App**
Finding Meaning in Your Metrics: Turn Your Data into a Great Story for Your Leadership Team

Grand Ballroom A
Katie Paine

In this interactive, hands-on workshop Katie will show you how to integrate different data streams and find the insights that you need to make better decisions. She’ll cover:
• How to break down silos to get the data you need.
• How to make sure your data is clean, valid, and accurate.
• How to integrate different results from different departments into a single dashboard.

Creating with Canva: Exploring a Design Tool for Non-Designers

Grand Ballroom B
Laura Gorham and Courtney Gibson, Texas Tech University

Free online graphic tools, such as Canva, allow anyone to quickly and easily create effective graphic layouts from virtually anywhere. Canva’s easy-to-use features and functionality allow anyone to create a variety of engaging content to share online or in print. In this workshop, participants will be introduced to the ins and outs of using Canva to create effective designs. This session includes an interactive, hands-on tutorial during which participants will learn to create their own designs in Canva.

Assisting Offices to Develop Marketing Plans and Build Communications Skills

Grand Ballroom D
Amy Elizer, Doug Edlund, and Chris Sneed, University of Tennessee

The future of Extension hinges on our ability to effectively tell the story of our educational programs and the impact they have on our communities. This session highlights an overview of a two-part project assisting offices to develop marketing plans and build communications skills. Using peer-training methodology, a team of agents and specialists shared knowledge in the areas of marketing, creating marketing plans, social media, writing, video and photography, customer service and media relations.

Social Media for Professional Development and Networking

Grand Ballroom E
Victor Villegas, Oregon State University

Many communicators think of social media use in mainly marketing/promotional terms, but one of the best uses for social media is as a personal professional development and networking tool. Join Victor Villegas (a.k.a. @DroneSinger) in this fun-filled session to learn how to leverage social media to create your own PLN (Personal Learning Network), find professional development resources online, connect with peers, colleagues and leaders in your respective field, and increase your knowledge to improve your skills.

Productivity Tips for Any Personality

Lansdowne
Linda Gilmore, Kansas State University

Have you ever wondered why the latest productivity tips never seem to work for you? Are you mystified by your office neighbor’s neat desk? (Or maybe you’re the one with the neat desk and can’t understand why everyone else is such a slob?) This session will look at how your personality affects your work style and how you can take advantage of your unique strengths to be more effective at your job. We’ll also discuss ways different personalities can work together.

Mobile Video Production Applications

Barclay
Jamie Loizzo, University of Nebraska–Lincoln

Today’s video technology has streamlined the production process. You can shoot, edit, post, and Tweet clips in a matter of minutes. In this hands-on session you will learn: 1) how the mobile application Videolicious works for simple video development for online audiences, 2) how the mobile application FlipGrid can be used for interactive audience engagement, and 3) how faculty and students in the Agricultural and Environmental Sciences Communication program are using iPad multimedia kits for mobile video production.
■ Developing Emerging Leaders: A Discussion about Mentorship

Barclay

Ruth Hohl Borger, University of Florida, Jennifer Alexander, Oregon State University, Mary Wirth, Pennsylvania State University, Bruce Dupree, Alabama Cooperative Extension System

Our industry is facing a leadership transition as experienced leaders plan for retirement and new leaders are identified. But being an emerging leader is hard and the "leadership playbook" is always changing. At this session you will hear from both emerging and experienced leaders who will discuss those challenging situations that provide the most valuable lessons. A panel of emerging and experienced leaders will share their best management practices learned through experiences—both good and bad.

STC-Explorers-H2

■ Evaluating Communication Efforts in Extension

Grand Ballroom B

Quisto Settle, Elizabeth North, McKayla Brubaker, and Laura Downey, Mississippi State University

In the current environment of greater accountability and performance-based budgeting for our institutions, the need to understand and to demonstrate the impact of communications efforts is more important than ever. Here in Mississippi, communications practitioners and faculty members are collaborating to evaluate the outcomes of communications work in television, radio, newspapers, and social media. We’ll share the lessons we’ve learned along the way, but we will also welcome audience members’ experiences in evaluating communications at their own universities.

STC-Explorers-SS

■ Join the Conversation: Creating a National Voice for Your State Experts

Grand Ballroom D

Clinton Griffiths, AgDay

AgDay host and executive producer, Clinton Griffiths will discuss taking you video news releases and other production to a regional and national audience for your organization and specialists. Learn the basics of working with national agricultural media outlets in order to create opportunities and recognition for your university and state experts.

RNA-Trailblazers-SS

■ Planning a Photo Library

Grand Ballroom E

Edwin Remsberg, University of Maryland

Digital images can have multiple lives on multiple platforms if you get the right pictures. If you’re going to build an image library, what pictures do you need to take and why? How do you plan photo shoots with a long-term library in mind? Find out what images are most searched for and used in the libraries we have created for land-grant programs around the country. Learn how to make those images as searchable as possible with the right keywords. See examples of database platforms for hosting your image archive.

TT-SS

■ The Wagon Wheel Method of Songwriting (90 min.)

Grand Ballroom A

Michael Porter

Secrets of the great Tennessee songwriters will come alive in this 90-minute session, as Michael shares a mind-mapping technique he calls the "Wagon Wheel Method" of songwriting. Using the "Wagon Wheel" template, we will listen to and break down classic hit country songs into their logical components. Michael will show that songwriting is a subjective ART, but it’s also an objective CRAFT (think commercial music) that can be mastered, perfected, and repeated.

H2 = How-to
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SESSION 4 | Tuesday 3:00 p.m.-3:15 p.m.

- **Time Management for Managers with No Time: 15 Tips in 15 Minutes**
  
  *Lansdowne*

  Beth Stuever, Michigan State University, Ruth Borger, University of Florida

  Do you feel like there isn’t enough time in your day? Do your attempts to be productive and effectively contribute to your team collide? Do you feel overwhelmed by meetings and conflicting deadlines? You are not alone. Join two experienced managers as they share 15 tips in 15 minutes to help you up your productivity and make your colleagues appreciate you. You can effectively manage projects and teams—and you can have fun doing it!

  WEF-Explorers- H2

- **Academic and Research Learning Community Meeting**
  
  (ends at 4:45 p.m.)

  *Barclay*

  The mission of the Academic Learning Community is to provide professional development and guidance on topics related to teaching, curriculum development, and tenure and promotion among ACE members. The ACE Research Learning Community is dedicated to encouraging, improving, recognizing, and reporting research relevant to members of the organization and the institutions they represent.

- **Online Marketing Maps and the Consumer Pathway**
  
  *Grand Ballroom B*

  Scott Stebner, Center for Rural Enterprise Engagement

  How integrated is your online marketing content? Every channel or platform should work individually and as a whole to create an efficient customer funnel leading to a specific call to action. This session will show you how to create an integrated online marketing map that identifies how your content, channels, and platforms fit together. This session will also offer suggestions on how to define the success of each platform on this map and the process as a whole.

  STC-Explorers-SS

- **No Pictures, Please: How to Photograph People Who Don’t Want Their Picture Taken**
  
  *Grand Ballroom E*

  Edwin Remsburg, University of Maryland

  How do you approach people for photographs and interviews who may not be as excited about the idea as you are? Whether you are working with shy kids, grumpy farmers, vain administrators or a gathering of thousands of naked people who don’t speak English, there is always a way. We will look at case studies of how to handle these sticky situations, make allies of the toughest subjects, and get the story.

  TT-H2

- **Thinking Small: Going Mobile with InDesign**
  
  *Grand Ballroom D*

  Stephen Ward, Oregon State University

  In this session participants will learn how Oregon State University used a small-format design for a publication on fire-resistant plants and applied it across multiple platforms. Presenters will share the advantages of making this publication available as an app, mobile-friendly pdf, and printable pdf. They will share the data about the relative popularity of each format for different audiences. The goal of the session will be to help participants “think big” by “thinking small.”

  TT-Explorers-SS
Take a Break! Keys to Increasing Productivity

Grand Ballroom A
Mindy Tape and Tom Cummins, Michigan State University

Many studies have shown that taking short breaks during the work day can keep you on track and focused until the end of the day. We will discuss tips and tricks you can use to recharge your energy levels to tackle even the most hectic project, while kicking aside the “guilt” of not being constantly glued to your seat. Join us for a fun break from traditional sessions to learn how to keep your brain fresh and engaged throughout the day. STC-Trailblazers-SS

Academic and Research Learning Community Meeting
(starts at 3:00 p.m.)

Barclay

The mission of the Academic Learning Community is to provide professional development and guidance on topics related to teaching, curriculum development, and tenure and promotion among ACE members. The ACE Research Learning Community is dedicated to encouraging, improving, recognizing, and reporting research relevant to members of the organization and the institutions they represent.

Be a Trendsetter: Using Google Trends to Choose the Keywords of Tomorrow

Grand Ballroom B
Scott Stebner, Center for Rural Enterprise Engagement

Search Engine Optimization (SEO) is important, but how do we build keywords for what people will search for six months from now, instead of what they searched for last year? Workshop participants will learn how to use Google Trends to identify keywords that are popular now, keywords that will be popular a year from now, and keywords that people don’t care about anymore. We will also break down search results by region to identify keywords relevant to your specific target audience. TT-Explorers-SS

Transforming a News Website into a Media Destination

Grand Ballroom D
Linda Benedict, Louisiana State University

As part of the redesign and upgrade of the LSU AgCenter website, we are doing a complete makeover of the news website. This session will include the steps we took in designing the site, what we learned from similar websites, a demonstration of how to use the new features, and media reaction to the site. The goal of this session is to help others learn ways to improve their news websites and make them more useful for the media. STC-SS

Communications Training: Collaborating Across State Lines

Grand Ballroom E
Lori Greiner, Virginia Tech, and Natalie Hampton, North Carolina State University

Virginia Cooperative Extension and North Carolina Cooperative Extension communicators teamed up to provide online communications training for their Extension field staff. “Communicate to Connect” is a monthly webinar series designed to cover communications and marketing fundamentals, and introduce new topics to help Extension educators become better communicators and connect with those in their community. We’ll discuss how we developed the concept, shared resources, and engaged our audiences during this monthly communications “tune-up.” WEF-SS
Leadership Learning Community

The ACE Leadership Learning Community offers great opportunities for most seasoned professionals as well as early-career members with an interest in leadership and management. Our mission is to provide a rich and supportive environment for ACE members dedicated to developing leadership skills, and learning and sharing management expertise. The goals are to encourage, support, and develop leaders among ACE members, expand our influence and credibility in the institutions we serve, and to add value to our professional organizations.

Academic and Research Learning Community Meeting (starts at 3 p.m.)

The mission of the Academic Learning Community is to provide professional development and guidance on topics related to teaching, curriculum development, and tenure and promotion among ACE members. The ACE Research Learning Community is dedicated to encouraging, improving, recognizing, and reporting research relevant to members of the organization and the institutions they represent.

Media Relations Learning Community Meeting

The mission of the Media Relations Learning Community is to offer professional development and best practices for communication professionals working with media, including broadcast and print. The learning community provides tips to help land grant university professionals and colleagues in allied fields develop relationships with media to position our experts as sources for their stories.

Find Your Voice: Simple Video Production and Adobe Voice

Are you interested in trying to create simple video presentations on your iPad? Adobe Voice might be for you. This mobile app allows you to create simple videos using only text, photos (you don’t need your own), and icons. No need to be on camera, set up a tripod, or use a microphone, just sit at your desk and tell us a story. Bring your iPads and ideas for a simple how-to video, and we’ll work through it together.

The (Augmented) Reality of Talking Tortoises

How do you turn a routine poster about longleaf pine habitat into an exciting learning tool? By making the animals that reside there “talk.” Join Alabama Extension communicators as we share our journey with augmented reality—a journey that is helping us see communications in a new way while reaching new audiences. We will share the path we took, what we learned, and what we did, as well as the nuts and bolts (scripting, costs, artwork, analytics) of making this evolving technology work.

MULTI-SESSION: Each presentation is 15 minutes long.

Newbie in the Know: A Year in Review

I presented at ACE 2015 in Charleston last year about a difficult project that stretched my skills as a videographer and challenged me to make the transition from a student to a professional. This session is a follow-up about applying the lessons I learned to a variety of new situations. I’ll show clips and talk about some of the new challenges I experienced. Feedback from audience members is welcome.

The Internet of Things: Will Extension Be Ready?

The Internet of Things: IoT for short. Just think of it as the ability to use the Internet to connect, control, manage, and monitor anything that has an on/off switch. IoT overshadows any other innovative disruption to date and will challenge Extension’s ability to adapt. How might we as communicators put ourselves in the information stream that will occur between people and their devices? IoT is not over the horizon…it’s already upon us, and growing exponentially. This is your wake-up call.
SESSION 7 | Wednesday 9:00 a.m.-9:45 a.m.

- **Infographics Cooking Workshop (90 minutes)**
  *Grand Ballroom A*
  Clint Baker and Mark Hill
  Spend some time with Baker and Hill as they cook up a dish du jour—the infographic. They'll take you through the steps, defining how versatile this dish can be, how to think before you even turn on the oven, how to get the freshest ingredients, how to include enough but not too much, and how to serve it up as a soufflé instead of an information casserole.

- **Active Facilitation Techniques for Busy Professionals (90 minutes)**
  *Grand Ballroom B*
  Marina Denny, Mississippi State University
  Ever wish you could find a more entertaining way to engage a group of stakeholders so that they're actively contributing to your work by generating great ideas? Is your team stuck in a creative rut? Find out about easy and useful tips and tricks for facilitating groups, large and small. Learn about brainstorming ideas, consensus building, prioritization exercises, and more through graphic facilitation. Good for short-term or longer-term planning and getting everyone involved and engaged. STC-Explorers-App

- **Crafting an Effective Opinion Column**
  *Grand Ballroom E*
  Chris Moran, University of Florida, Faith Peppers, University of Georgia
  Science writers are proficient at writing news stories, but writing opinion columns can be tricky. How do you get your columns featured in that prime real estate on the opinion editorial page? This hands-on session will guide participants through the writing and pitching process to help land your stories in this prominent space. Bring your laptop and an idea and get help from agricultural writers and an editorial page editor to make it a solid piece to pitch when you get home. RNA-Explorers-H2

- **Raising Profiles: Furthering Agriculture and Natural Resources, Engagement and Extension through University Systems**
  *Lansdowne*
  Joanne Littlefield, Jim Beers, Jason Kosovski, and Rob Novak, Colorado State University
  By collaborating with college communicators as well as the university PR team, stories with agricultural and/or Extension themes are increasingly visible in Colorado State University’s communications. Through a weekly collaborative meeting of campus communicators, we have helped our peers understand where their colleges and units intersect with ag research, teaching, and engagement. This session will emphasize how to engage with colleagues who may not see themselves connected to agriculture. WEF-Trailblazers-SS

- **Make A Difference: How to Become a Leader and Influencer, No Matter Your Title**
  *Grand Ballroom D*
  Victor Villegas, Oregon State University
  Session attendees will learn tips on becoming a leader, taking charge of their own careers and developing new skills, while influencing and helping others—even if they are not in a management position. WEF-Explorers-H2

- **Communicating to Diverse Audiences: Persona Development**
  *Grand Ballroom C*
  Megan Homeyer, Texas A&M University
  To more effectively communicate to the diverse audiences, communicators should understand their audiences through demographics, psychographics, and media consumption preferences. One way to combine audience information into a usable format is the creation of audience personas. This presentation will highlight how to create personas, share experiences, and provide examples of personas as a means of better understanding and tailoring information to specific groups. RNA-SS

- **Electronic Media and Photography Learning Community Meeting (90 minutes)**
  *Barclay*
  The Electronic Media and Photography Learning Community mission is to continue year-round dialogue pertaining to electronic media and photography and how they can be better used to communicate the findings of our institutions to the public we serve, while expanding the professional development and communication opportunities of our members.
Inside Out: Creating and Implementing an Integrated Marketing Plan for Brand Awareness Starting from Within

Grand Ballroom C

Casey Breunig, Pamela Seelman, and Tamsin Ford, University of Wisconsin

University of Wisconsin-Extension, Cooperative Extension identified a critical need to increase, enhance and align marketing communications efforts throughout the organization. In this session, we’ll share how we used market research to shape our Integrated Marketing Communications Plan and how we’ve implemented that plan – with a goal to engage in strategically developed activities and processes that get customers, partners and stakeholders to know, use, value, trust and support Cooperative Extension.

What You Really Should Know About the Freedom of Information Act (FOIA)

Lansdowne

Ruth Hohl Borger, University of Florida

The Freedom of Information Act celebrates its 50th anniversary in 2016. It is heralded as one of the finest laws the U.S. Congress has ever passed and a vital tool to promote an engaged citizenry and democratic community. This session will present an overview of FOIA laws, how advocate groups are using FOIA to promote their causes, and offer strategies to prepare communicators to handle future FOIA requests.

Extend Your Reach: International Leadership Training

Grand Ballroom E

Hugh Maynard, International Federation of Agricultural Journalists, Owen Roberts, University of Guelph, and Faith Peppers, University of Georgia

As the agricultural system and economy becomes increasingly global, so should agricultural communication. This session will explore ideas for creating stronger international partnerships to expand the message of agriculture and the influence of agricultural communicators around the world. One way to facilitate that expansion is ACE-led leadership and issues management training for global agricultural media. This panel discussion will review current opportunities, brainstorm potential options and form a team to begin developing curriculum and training programs.

A Day in the Life of an Online Engagement Coordinator

Grand Ballroom D

Janice Person

Everyone is talking about engagement these days, but what does it really look like and how do you achieve it? Hear some of the practical tips from Monsanto’s online engagement director on how to choose when to engage and with whom, how to identify some of the influential voices in your community and ways to strategically build engagement with them. The process is really similar whether you are engaging people online or in real life, so no Twitter handle required.

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SESSION 9 | Wednesday 11:00 a.m.-11:45 a.m.

■ Aligning Action with Objectives with a Strategic Action Plan

Grand Ballroom A
Kathleen Hunt, Iowa State University

This how-to session presents the Strategic Action Plan as an essential tool in creating goal-focused messages that target an audience's needs. The goal of this workshop session is to provide participants with a process of dynamic alignment, as they learn to strategically organize messages to engage a variety of agricultural audiences. Participants will learn the principles of strategic alignment, how to formulate audience-centered communicative objectives, as well as effective means of assessing the audience's understanding. TT-Explorers-H2

■ Metadata Showdown: What's in Your Metadata?

Grand Ballroom B
Stephen Patton, University of Kentucky

A metadata challenge to show the audience, through participation in a competitive metadata creation simulation for several images, the complexity of archiving digital assets for future recall. A lively discussion will, no doubt, flow from the “metadata challenge.” Together, we will see that creating/adding metadata to our digital assets should never be taken lightly. TT-Explorers-H2

■ Social Media Learning Community Meeting

Grand Ballroom D

The ACE Social Media Learning Community provides discussion, advice, resources, and inspiration to better implement social media communications to reach our audiences, while providing professional development and opportunities to ACE members.

■ How to Do Time-Lapse Videos with a GoPro Camera

Grand Ballroom E
Zeke Barlow, Virginia Tech

With no previous experience in this field, Virginia Tech embarked upon several time-lapse video products using a GoPro camera and about $300 of add-ons. We found a relatively simple way to condense months worth of footage of slow growing plants into fast-paced, engaging two minutes of video. In this session, we would go over the basics of how we did this project, the tools needed, pitfalls to be wary of, and more. Participants will leave with all the knowledge they need to do this at home. TT-Explorers-H2

■ Content Strategy: Bringing Feng Shui To Your Content Closet

Lansdowne
Jeff Hino and Gail Wells, Oregon State University

Are you constantly bombarded by requests for publications that seem to have little bearing on what people really want to know? Is it a content-free-for-all, with no identifiable organizational goals driving the publication process? If so, you may need a content strategy that guides the creation, delivery, and governance of your content. We're seeking feng shui for our content closet—not just de-cluttering, but rethinking our whole content wardrobe. It's a different way of viewing the world of publishing, a possible way to connect audience needs, organizational goals, distribution, customer relations, workflow, and marketing. STC-Explorers-SS

■ Checklist for Improved Global Visual Communication and Cultural Dialogue

Barclay
Nikki Arnell, Arkansas State University

Designers and design educators must engage in a global dialogue on design to differentiate between universally valid aesthetic principles and assumed truths from predominant design and marketing traditions. There is an identifiable shift in global communication to a homogeneous design style imposing western cultural semiotics and structure on other cultures, without thought to appropriateness or effectiveness. This presentation will provide a checklist for including current design practice to build stronger global communication. TT-H2

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Creating a Dynamic Social Media Event (90 minutes)

Grand Ballroom A

Faith Peppers, University of Georgia, J. Scott Angle, International Fertilizer Development Center Robert Cooper, University of Georgia, Edwin Remsberg, Edwin Remsburg Photographs

We told a powerful story and more than 90,000 people listened. May 14, 2015, a team of communicators held a daylong social media event celebrating the 10th anniversary of a land-grant dean. This session will detail our communication strategy, goals, preparation, tools, execution and evaluations. The dean will join us to his perspective on preparation, the process, and the results. We will also share a white paper and recommendations for successfully applying this strategy to other storytelling opportunities.

Podcasting to Increase Science Literacy

Grand Ballroom D

Jamie Loizzo, University of Nebraska–Lincoln

Podcast series discussing science literacy topics, such as The Hidden Brain and Everyday Einstein have become increasingly popular as a way to increase public science literacy. The goals of this session are: 1) to analyze science literacy podcasts, 2) show how to use iPads with audio accessories and applications can be used for podcasting, and 3) present a case study about how Agricultural and Environmental Sciences Communication faculty and undergraduate students are developing a podcasting series called “Streaming Science.”

IT and Distance Education Learning Communities Meeting

Grand Ballroom C

These Learning Communities share an interest in technology-based tools for learning and education. Members work on websites, apps, interactive programs, and games, for a variety of purposes — from distance education to classroom-based tools. Join the group to share your experiences with educational packages, technology-based learning, and technology training.

Building a Personal Brand

Grand Ballroom E

Janice Person

When you think of brands, logos of consumer products frequently come to mind. But in today's world where everyone has the ability to produce their own communications, individuals are stepping into branding themselves. Questions to be discussed include:

- Why would I want to “brand” myself or members of my leadership team?
- Where does personal branding overlap with professionalism? Where does it come into conflict?
- Can a personal brand meet a bigger objective?
- What are some of the ways personal brands are created or reinforced?

Diversity Learning Community Meeting

Barclay

To promote and support efforts by all members to communicate with diverse audiences.

Writing Learning Community Meeting

Lansdowne

As communicators, the strength of our writing is essential in helping the public to better understand the findings of science and how scientific discovery affects our lives and the world. As an ACE Learning Community, we strive to provide opportunities for writers to hone their skills, to become more expansive thinkers, to support their organizations' missions, and to connect more profoundly with their intended audiences.
■ Where to Dig for Story Ideas: The Well is Never Dry

*Grand Ballroom D*

Sharon Dowdy, University of Georgia

If you are new to your organization or university, hunting for story ideas may feel like digging a well....with a shovel. In this session, writers will learn how to find story ideas that are often hidden in plain sight. Attendees will go home with a long list of resources and should never have to say "What can I write about this week?" ever again. TT-Trailblazers-H2

■ Product Showcase: CandA Award Winners from the Information Technology, Distance Education and Instructional Design Learning Communities

*Grand Ballroom C*

Barbara Chamberlin, New Mexico State University
Victor Villegas, Oregon State University
Donna Bowen, Clemson University

See the best products our members have to offer, and discover what they learned in the process. Each gold and silver award winner will be showcased in categories for their work in interactive technologies, innovative use of communication technology, website and technology education. Winners will share their product, as well as specifics on what worked in developing a quality product, and lessons learned. TT-Explorers-SS

■ Publishing and Graphic Design Peer Critique

*Barclay*

Jennifer Alexander, Oregon State University
Melea Reicks, Iowa State University
Bruce Dupree, Alabama Cooperative Extension System

Members of ACE's Publishing and Graphic Design learning community welcome professional and peer critiques of our work, but it's tough to schedule this in the rush of daily deadlines. Let's make time for this type of professional development when we're together in Memphis. Attendees should be prepared to share work and offer constructive feedback. Please bring hard copies of publishing and design work. If you want to show work electronically, please bring your own laptop or tablet. TT-Trailblazers-SS

■ 1890s Panel: Looking Back, Looking Forward: Celebrating 125 years of 1890s Universities and Communicating our Value in the 21st Century

*Grand Ballroom E*

Panelists will discuss how the 1890s are different from other land-grant universities and how they are moving forward in today’s atmosphere of doing more with less. Panelists include Dr. Dr. Latif Lighari, Dean of Tennessee State University Extension; Dr. Chris Cooper with UT Extension in Shelby County and leader of the Memphis Area Master Gardeners program; Dennis Thomas of Kentucky State University, video producer and ACE member; and ChaNaé Bradley, media relations professional at Fort Valley State University and ACE member.

■ What Are We Gonna Do with All That Digital Stuff?

*Lansdowne*

Stephen Patton, University of Kentucky, and ACE member panel

Panelists from various institutions will discuss which Digital Asset Management solutions they use for archiving digital resources and their satisfaction (or not) with their choice. Audience discussion and Q&A are planned and encouraged. TT-Explorers-SS

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**SESSION 11 | Wednesday 2:45 p.m.-3:30 p.m.**

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You Can Do More With Less!

Grand Ballroom D

Susan Gildersleeve, University of Florida

“Less is more!” Actually, when it comes to money, less is definitely less. But it turns out there are crafty ways to get around that. Our team lost resources and salaried positions in the economic downturn, but our belt-tightening strategies have actually turned out to be an advantage! WEF-App

MULTI-SESSION: Each presentation is 15 minutes long.

Making a Speech More than the Vapor It’s Written On: How to Write a Memorable Speech

Grand Ballroom E

Chris Moran, University of Florida

Speeches allow leaders to inform, connect, persuade and mobilize their audiences. Speechwriters help leaders make the most of these opportunities. Learn the steps necessary in crafting a good speech, whether it’s a 3,000-word keynote address at a convention or a two-minute introduction of another speaker. The session will offer concrete advice on how to put together a compelling speech, from the time the assignment comes into your inbox or ear to when your speaker basks in the applause. STC-Explorers-H2

Story Ideas Made Easy

Grand Ballroom E

Clint Thompson, University of Georgia

Do you ever struggle to develop story ideas? In this session, you will learn unique ways to tell a story about your organization. Whether feature profiles that help a community know more about a certain individual or current events to showcase work being done at your organization, there are different storytelling tools a writer can use.

Internships as a Capstone Experience: Aligning the Needs of Students, Employers and Academics

Grand Ballroom E

Roger Terry, University of Nebraska–Lincoln

At the end of the session, participants will be able to evaluate internship programs by discussing elements students, employers and the university consider to be essential for success.

Marketing Learning Community Meeting

Lansdowne

The marketing learning community promotes awareness and understanding of traditional and new marketing principles and practice among ACE members, with the goal of helping our members become and remain influential leaders as they work to:

- strengthen relationships with audiences;
- develop and promote events, products and services;
- demonstrate the relevance and value of research and education, and
- recruit students, clients, donors, and volunteers.

Social Media Analytics Panel

Grand Ballroom B

Larry Jackson, Kansas State University
Scott Stebner, Kansas State University
Tiffany Stephenson, University of Florida
Victor Villegas, Oregon State University

Many of us use social media to distribute information from our institutions and to interact with our constituents. Although we have access to tools to help us track social media activity, it can be hard to determine which of those tools and reports are most useful to show return on investment. During this panel discussion, your ACE colleagues will discuss which practices and metrics they find most helpful in demonstrating the value of their social media efforts. TT-Explorers-H2

Are You a Food Activist? Joining Conversations Around the World

Barclay

Jessica Holt and Abigail Borron, University of Georgia

Food activism often elicits a negative connotation within the agricultural industry. However, is this how it should be? Using Expo Milano 2015 as an entry point, the two presenters will lead a discussion that delves into the mindset and agenda of the activist. Attendees will leave the session with new thoughts on food activism and how they can join the conversation to engage with new audiences about agriculture. RNA-Trailblazers-App

EVP Workshop

(9:00 a.m. - 5:00 p.m.) See page 26 for details.
When Birds Made Us Batty: Managing Tough Issues Across Multiple Audiences

Barclay

Beth Stuever, Michigan State University
Katie Ockert, Michigan State University
Mindy Tape, Michigan State University
Jamie Wilson, Michigan State University
Lesa Vold, Iowa State University

The 2015 Avian Influenza (AI) outbreak was the nation’s worst animal health crisis on record. The goal of this session is to walk participants through the timelines, decisions and actions taken by communicators within the government, industry and the university landscapes. We will discuss how to work with educators to address things like a poultry show ban and its implications on 4-H while maintaining consumer confidence in poultry products.

Transforming a Classroom into a Newsroom

Lansdowne

Margaret Lawrence, Alabama Cooperative Extension

Learn how Alabama Extension’s Communications and Marketing Department partnered with Auburn University’s School of Communication and Journalism to create a newsroom of student writers to power Extension Daily, Alabama Extension’s stand-alone news website. Alabama Extension communications professionals and an Auburn University public relations professor will share how you transform communication students with little Extension or agriculture knowledge into a team that helps you reach new and wider audiences.

Create the Perfect Post on Social Media

Grand Ballroom D

Tiffani Stephenson, University of Florida

This session will cover some of the tried-and-true tips and strategies to help create the “perfect post” on any network (Facebook, Twitter, Instagram, Pinterest and Periscope). While this may look different for every brand—depending on business goals and personality—guidance on the anatomy of an engaging post can boost your overall social performance!
Issue Management: Developing a Communication Plan using Highly Pathogenic Avian Influenza as the Example

Grand Ballroom D
Mary Wirth, Pennsylvania State University

The USDA Chief Veterinary Officer noted, “The United States is experiencing the worst and largest animal disease event in its history with the Highly Pathogenic Avian Influenza (HPAI) outbreaks in poultry.” As a communication unit in a college of agriculture, what do you do? You lead and you plan. This session will take you through the process of creating an issue-oriented communication plan.

How to Maximize Your Twitter Account to Reach New Audiences

Grand Ballroom B
Jenny Nuber and Elliot Carter, kglobal

Our goal is to help communications specialists learn how to craft high impact tweets and host Twitter Town Halls at their institutions. kglobal will introduce the AgIsAmerica campaign, explaining how we leverage Twitter, and discussing why Twitter is an important communications tool. We will discuss Twitter best practices and delve deeper into crafting meaningful tweet copy. Participants will draft a tweet using the best practices discussed during the lecture and tweet at AgIsAmerica using the conference hashtag. We will then evaluate the participants’ tweets and provide constructive feedback.

Answering the Sensitive Questions: Science-Related Issue Communication Training for University Faculty—A First Step

Barclay
Karen Cannon, University of Nebraska-Lincoln

This session describes a university faculty team’s collaborative project to address sensitive science-related issues. In collaboration with university faculty and selected external experts, we put on a two-day workshop for university and allied organizations to build skills and knowledge to confidently respond to requests for information about sensitive issues. This session will describe the process of team formation, grant writing, creating and delivering the workshop, results from the workshop evaluation, and a description of future plans.

The Intersection of Food and Culture

Grand Ballroom E
Ava Lowery, Southern Foodways Alliance

When most people think of food and culture, cookbooks and restaurant reviews might be the first things that leap to mind. By studying what’s on the table of a specific place or community, much is revealed about class, race, gender, and culture. In this session, we’ll examine these intersections in film and visual storytelling from the Southern Foodways Alliance, a nonprofit organization based at the University of Mississippi that documents, studies, and explores the diverse food cultures of the American South.
EXTENSION VIDEO PRODUCERS WORKSHOP

This all-day workshop will focus primarily on Adobe’s Premiere Pro. But don’t be discouraged if you have questions on FCPX, because Larry Jordan is proficient in both programs.

Grand Ballroom A

Hardware
9:00 a.m.
- Pick the best Mac for editing: MacBook, iMac, or Mac Pro
- Configuring your system
- Pick the best storage
- How storage determines what you can edit
- Codecs, editing, and storage: an unholy mix
- Thoughts on cameras
- Thoughts on picking the right mic
- Production tips to simplify editing
- Audio basics: make your talent sound GREAT

Media Management and Editing
10:45 a.m.
- Media Management: avoid losing media
- Working with 4K media
- Working with HDR media
- Organizing media for editing
- Thoughts to improve storytelling and intrigue an audience
- Faster ways to edit and trim: improved workflow

Color Correction
1:30 p.m.
- Color correction
- How to read scopes
- How to fix problems
- How to create a look for your project
- Using the Lumetri scopes

Audio
3:45 p.m.
- Audio tips, tricks and techniques
- Editing audio, setting levels
- Repairing audio in Premiere
- Audio mixing in Premiere
- Integration with Adobe Audition
- Audience questions and answers

End of Workshop
5:00 p.m.

Lunch (On Your Own)
12:30 p.m.

Thanks to the Extension Video Producers for partnering with ACE to provide this fantastic professional development opportunity!
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